

Longitudinal Evaluation of the Creative Industries Innovation Fund (CIIF) 1 Clients

Final Report

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By

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Executive Summary

Introduction

This report presents the findings from a survey of individual businesses that were in receipt of funding from the Creative Industries Innovation Fund 2008-11 (CIIF 1). The report was commissioned by the Arts Council of Northern Ireland (ACNI).

The CIIF 1 was set up with the twin objectives of supporting business development and innovation in the creative industries.

This study focuses on the 133 projects promoted by individual businesses that received CIIF 1 funding and which completed in March 2011. A further 23 sectoral bodies received support. The awards to the sectoral bodies are outside the scope of this study.

A follow-up survey of assisted businesses was conducted between July 2013 and September 2013 to provide an update on their experiences since the end of their CIIF funding. Of the 109 recipients contacted, 71 provided a survey return. This report was commissioned to undertake the analysis of the CIIF update survey, to help in assessing the overall impacts from the CIIF support.

The study was also able to draw on a suite of four longitudinal surveys conducted over the lifetime of the CIIF 1. The longitudinal surveys were merged in order to extract a baseline against which the update survey findings could be compared.

Economic Impacts

Taken as a group, the CIIF 1 businesses responding to the update survey reported growth across a range of economic indicators.

Total turnover of the CIIF 1 businesses is estimated to have increased by 50-52 per cent compared to their baseline position. Grossed-up turnover across the CIIF 1 businesses is estimated at £17 million. Based on the self-reported CIIF 1 contribution rates, the turnover that can be attributed to the CIIF 1 businesses is estimated to range between 12 and 15 per cent, representing a turnover impact of £2.1 million to £2.5 million. Relative to the CIIF 1 funding support, the self-reported turnover impacts are between £0.79 and £0.93 per £ of CIIF 1 funds.

In a scenario where the deadweight estimates from the longitudinal surveys are combined with the update survey results, the CIIF 1 contribution is halved, falling to £1.1 million i.e. seven per cent of total turnover. The estimated turnover impact per £ of funding would fall from £0.91 to about £0.42. These deadweight-adjusted estimates provide a useful caveat to the impact assessments derived from the self-reported CIIF 1 contribution rates from the update survey.

When asked if they sell or intend to sell their product or service into markets external to NI, 85 per cent of respondents to the update survey answered in the affirmative, an increase of 14 percentage points on the baseline position.

The CIIF 1 businesses that participated in the update survey reported external sales growth estimated at +171 per cent compared to the baseline. However, the external sales growth figures are strongly affected by a small number of businesses. Excluding the outliers, external sales are estimated to have risen by +72 per cent.

The number of permanent employees is estimated to have grown by almost one-third (32 per cent), giving a grossed-up estimate of 347 employees, including an estimated 270 full-time and 78 part-time. The CIIF 1 is estimated to account for 10 per cent of permanent employees.

The self-employment impacts of the CIIF 1 could not be determined. That would be a useful indicator for future monitoring and evaluation.

Innovation Impacts

When asked if they had created or intended to create any intellectual property (IP) since completing their CIIF 1 project, 42 per cent of respondents to the update survey answered in the affirmative.

In the update survey, businesses were also asked if they have “undertaken any innovation activity since your CIIF 1 funded project was completed”. A large majority of respondents to the update survey said they had undertaken innovation activity in the post-CIIF period (83 per cent). By contrast, in their responses to the longitudinal survey, fewer than half (44 per cent) said they had undertaken innovation activity prior to CIIF 1. However, as ‘innovation activity’ is self-defined, the results are difficult to interpret.

Respondents were asked a series of questions about the types of innovation that they undertake, based around the 10 types of innovation in the Dublin™ Innovation Model. The average number of innovation types cited by respondents was five. The most frequently mentioned innovation type was around altering or improving the way the business gets its product or service to market (76 per cent) followed by joining forces or collaborating with other organisations (72 per cent).

When asked if they had received any further funding since completing their CIIF 1 project, 43 per cent of update survey respondents answered in the affirmative. Respondents were also asked if they are currently Invest NI clients. One in three said that is the case, ranging from 20 per cent in the art and crafts sector to 58 per cent in software etc.

Conclusions

The evidence from the analysis of economic indicators would suggest that, taken as a whole, the programme was effective in promoting business development. The main uncertainty surrounding the assessment of

effectiveness is the reliance on self-reported measures of the contribution that can be attributed to the CIIF 1.

The effectiveness in relation to the innovation objective is harder to gauge. Nonetheless, the survey evidence suggests the CIIF 1 had a positive effect in stimulating higher levels of innovation and broadening the types of innovation undertaken by assisted firms.

1 Background

1.1 Introduction

This report presents the findings from a survey of individual businesses that were in receipt of funding from the Creative Industries Innovation Fund 2008-11 (CIIF 1). The report was commissioned by the Arts Council of Northern Ireland (ACNI).

The creative industries have been defined in the following terms:

Those industries which have their origin in individual creativity, skill and talent and which have a potential for wealth and job creation through the generation and exploitation of intellectual property. (DCMS, 2001).

To more fully realise the potential of the creative industries in Northern Ireland, the Programme for Government 2008-11 included as one of its key goals for developing the economy a commitment “to grow the creative industries by 15% by 2011”. (NI Executive, 2008).

Within that policy context, the Department for Enterprise, Trade and Investment (DETI) prepared a Regional Innovation Action Plan 2008-11 which included an allocation of £5m from the Innovation Fund for the development of the creative industries¹.

Under the auspices of the Department for Culture, Arts and Leisure (DCAL), the ACNI was assigned responsibility for the administration of the £5m allocation, which became the CIIF.

The stated rationale for the CIIF was comprised of two main elements:

- A high proportion of creative businesses in Northern Ireland, as elsewhere, are micro-businesses and are of insufficient scale to become Invest NI client companies.
- Creative entrepreneurs can struggle with access to finance and the business support needed to bring their creative idea to commercial potential.

The rationale for the CIIF, and the desire to offer an incentive which would be complementary to other initiatives, was reflected in the primary aim of the programme i.e. to increase the level of innovation in the creative industries in Northern Ireland by supporting projects, which would not normally be likely to proceed under other funding programmes.

The specific objectives of the Fund were to:

¹ For a more detailed overview of the policy context and the creative industries, see the N.I. Assembly report by Hull (2011) and also the report on the *Inquiry into the Creative Industries* conducted by the N.I. Assembly Committee for Culture, Arts and Leisure (2013).

- Stimulate innovation in individual businesses.
- Support innovation through the expression of creative talents and skills in creative businesses.
- Develop the sectoral infrastructure and knowledge required to stimulate innovation in the Northern Ireland creative industries and their various sub-sectors.

It was anticipated that, at the end of their funding, businesses supported by the CIIF would demonstrate:

- An increase in turnover.
- An increase in numbers employed (full-time, part time and short term employees).

The Fund became operational in October 2008 and was implemented in three rounds of funding. The first round focused on the objective of developing the sectoral infrastructure for the creative industries; funding awards were made to four sectoral bodies². In the subsequent second and third rounds, applications were invited also from individual businesses in the creative industries. Ultimately, awards were made to a total of 133 projects promoted by individual businesses and 23 projects taken forward by sectoral bodies.

Businesses receiving awards in the second round of funding commenced their projects in August and September of 2009. The third round projects started in early 2010. The programme ran until March 2011. DCAL obtained funding for a refocused Fund, to run over the period from 2011 to 2015. The refocused programme is referred to as CIIF 2.

In August 2009, the ACNI appointed external consultants to design and implement an evaluation framework for the CIIF. The design envisaged a longitudinal approach based on repeated surveys of the assisted businesses. Four survey phases were undertaken over the period from March 2010 to May 2011. The evaluation also included a survey of 50 unsuccessful CIIF applicants, to help establish points of comparison with the assisted businesses. The sectoral bodies were also surveyed, separately from the surveys of businesses. The final report on the CIIF evaluation was made in September 2011.

A follow-up survey of assisted businesses was conducted between July 2013 and September 2013 to provide an update on their experiences since the end of their CIIF funding. Of the 109 recipients contacted, 71 provided a survey

² The Round 1 bodies receiving support were Craft NI, NI Music Industry Commission (NIMIC), NI Business Innovation Centre (NORIBIC Ltd) and Belfast City Council.

return. This report was commissioned to undertake the analysis of the CIIF update survey, to help in assessing the overall impacts from the CIIF support.

The next part of this section sets out the research objectives. This is followed by an outline of the approach taken to the analysis of the update survey. The Section concludes with the structure of the report.

1.2 Objectives

The specific requirements for this assignment are as follows:

- Undertake a detailed analysis of both qualitative and quantitative findings, interpreting findings to demonstrate the long-term impact of CIIF funding.
- Undertake a direct comparison with baseline evidence gathered at the CIIF 1 evaluation stage relating to innovation, sales, turnover and profit to establish the distance travelled by funded organisations in the interim.
- Prepare a detailed, structured and annotated report interpreting findings from the analysis undertaken.

As the follow-up survey programme did not include the awards made to sectoral bodies, the scope of this study is confined to individual businesses assisted under the CIIF 1.

It should also be noted that this report is not a full evaluation of the CIIF 1. For example, it does not provide any assessment of the delivery of the programme or a detailed consideration of the policy context, including rationale, aim and objectives. The scope of the study is confined to the analysis of the update survey and the baseline evidence drawn from surveys conducted over the lifetime of CIIF 1.

1.3 Approach

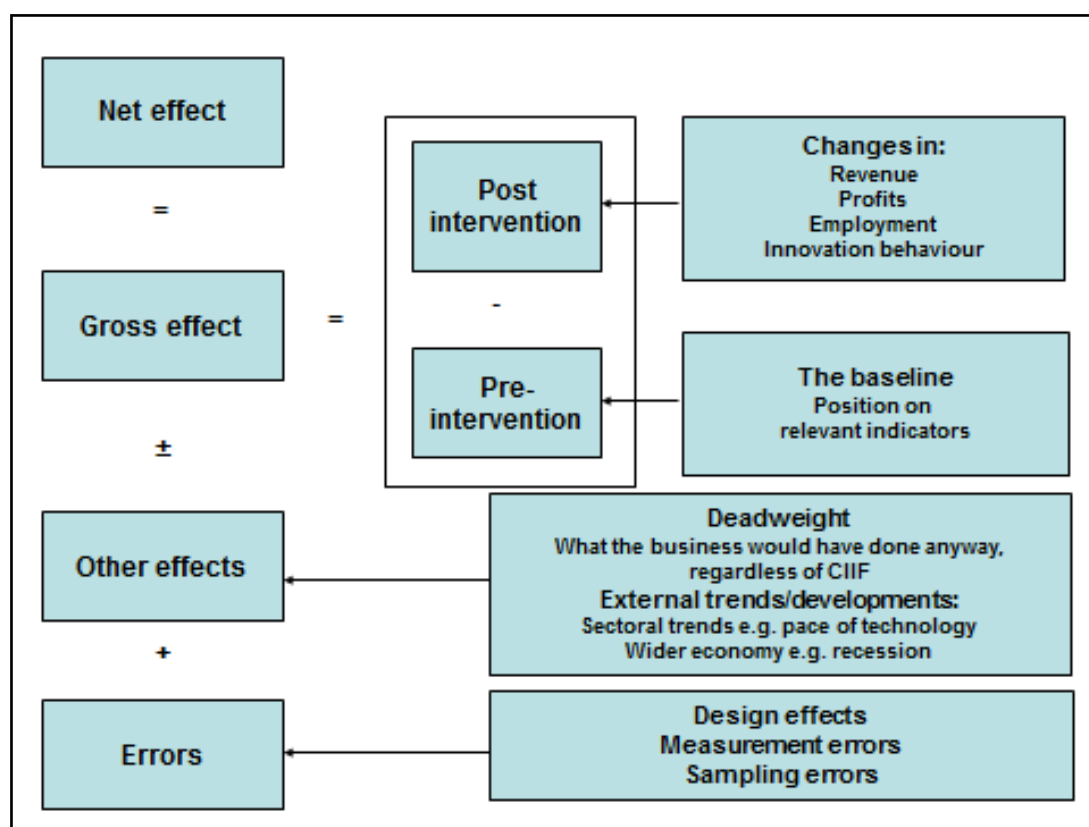
The question to be addressed is whether the CIIF 1 support has positively affected the assisted businesses, in relation to:

- **Economic performance**, as measured by turnover, profits, employment and sales outside NI.
- **Innovation behaviour**, incorporating IP creation and protection, development of capabilities and skills, and the type of innovation undertaken.

For that purpose, the appropriate evaluation design is the pre-post model as set out in Figure 1.1 overleaf. In that model, the **net effects** on assisted businesses due to the CIIF are measured from the following components:

- **The gross effect** i.e. the difference between the position post-intervention and pre-intervention. For example, the change in total sales reported by assisted businesses between the baseline and follow-up surveys.
- The influence of **other effects**, both internal and external to the firm. Among the internal effects, the incidence of deadweight is typically the most important i.e. the extent to which the activity supported by CIIF funding would have occurred anyway. External influences will include contextual factors such as sectoral trends and macroeconomic influences, notably the recent recession and the slow pace of recovery.
- **Errors from various sources.** For example, measurement error may affect outcome indicators. When comparing survey-based post and pre-intervention measures, it is necessary to adjust for the fact that a sample has been taken. Non-response bias also needs to be considered in that situation.

Figure 1.1 Pre-post model



1.3.1 Gross Effects

The evidence base for the assessment of gross changes over the period since participation in the CIIF 1 is comprised of the 2013 update survey and the suite of surveys conducted over the lifetime of the programme.

The response rates to the various surveys are discussed in detail in Appendix A, including also the rates of item non-response i.e. where a question in a survey is left blank by the respondent. This section presents a summary of the evidence base, including the main caveats to be drawn within the context of an impact assessment.

The information available for assessing the baseline position of the assisted businesses in respect of indicators such as turnover and employment comprises the surveys conducted in four phases during the CIIF 1, as follows³:

- Phase 1 - March 2010.
- Phase 2 – June 2010.
- Phase 3 – January 2011.
- Phase 4 – May 2011.

Out of 133 completed projects, 130 provided at least one return across the four survey phases listed above; that is, 98 per cent of the assisted businesses. Thus, the longitudinal surveys achieved almost complete coverage of the assisted businesses. A fuller discussion of these surveys can be found in Appendix A.

1.3.2 Net Effects

The key issue in estimating net effects from an intervention such as the CIIF is to determine what would have happened to the assisted businesses in the absence of the funding support. A variety of approaches are available for answering that question within the context of a pre-post model. The more rigorous methods involve setting up a control or comparator group and collecting relevant information both pre- and post-intervention⁴.

For this study, it is necessary to rely on self-reported attribution of CIIF effects from the update survey of assisted business. Self-report attributions of impact are a weaker form of evaluation and require careful attention, both in setting up the baseline and considering alternative scenarios for impact assessment. It is also important to set out the caveats attached to any impact assessments.

A further consideration is the time elapsed between the end of CIIF 1 and the update survey. That is a positive factor insofar as impacts ought to have become apparent by the time of the update survey. The drawback is that the firms will have been affected by other factors, both internal (e.g. staff

³ More detailed results by survey phase are reported in Table B.1 in Appendix B.

⁴ Such methods also face the challenge of accounting for self-selection into a programme.

turnover) and external (e.g. economic or market conditions). These other factors are more difficult to assess in the absence of a comparator group.

1.3.3 Sources of Error

The population frame for this study comprises the 133 completed CIIF 1 projects. It is therefore inevitable that a survey of CIIF 1 businesses will result in relatively small sample sizes. The extent to which small sample sizes pose a problem depends on the combined impact of a range of factors, including:

- Coverage i.e. the sample size as a proportion of the population.
- Variability in the population. The greater the variability, the higher the risk that a sample may not be representative.
- Item non-response. This is where a respondent leaves individual items in a survey unanswered; for example, a respondent may not have financial data to hand, or may not wish to disclose.

The foregoing factors have each affected the analyses presented in this report, especially the economic impact indicators which are especially prone to item non-response.

Also, the creative industries are very diverse, spanning sectors such as art and crafts, music and the visual arts, software, film production, and so on. In the presence of relatively small sample sizes, the variability in the population poses a challenge in grossing up from survey estimates to the population.

1.4 Structure of the Report

The remainder of this report is structured as follows.

- **Section 2 The CIIF 1 Projects.** This section provides a brief profile of participation in the CIIF 1, including the size of the award and composition by creative industry sector.
- **Section 3 Economic Impacts.** This section presents the analysis of changes in turnover, profits, external sales and employment, including self-reported attribution to the CIIF 1.
- **Section 4 Innovation Impacts.** The topics covered include self-reported changes in creation and protection of intellectual property (IP), current innovation activity and type of innovation. The section also reports on further funding obtained by the assisted businesses.
- **Section 5 Conclusions.** This section reflects on the overall impacts of the CIIF, as evidenced by the findings from the update and baseline surveys.

Additional material is provided in two Appendices, as follows:

- Appendix A The CIIF 1 Surveys.
- Appendix B Accompanying Tables.

Unless otherwise stated, data are sourced from the ACNI.

2 The CIIF 1 Projects

2.1 Introduction

This section presents an overview on the CIIF 1 projects, under the following headings:

- Awards.
- Profile of projects supported by creative industries (CI) sub-sector.
- Deadweight in the support.

2.2 Awards

The CIIF 1 was open to all creative businesses in Northern Ireland. Support was available to sole traders, partnerships and limited companies.

Three levels of grant were available to eligible businesses, as follows⁵:

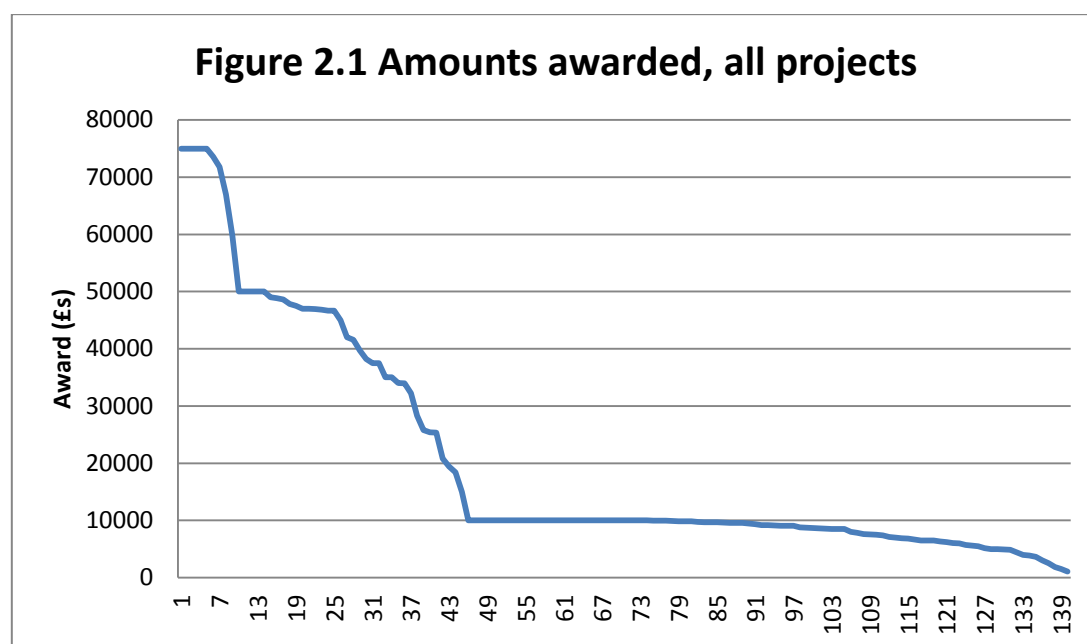
- For projects up to £10,000, 100 per cent grants were available.
- For business seeking to become active Invest NI clients companies, through a process of strategy and capacity development, a grant of up to 75 per cent of project costs was available, up to a maximum of £75,000.
- In all other cases the maximum grant was 75 per cent of total project costs up to a maximum of £50,000.

Applications from individual businesses were received in respect of 339 project proposals, 214 in Round 2 and 125 in Round 3⁶. The selection process resulted in award offers being made to 140 proposals, a success rate of 41 per cent, ranging from 34 per cent in Round 2 to 54 per cent in Round 3. The selectivity was partly driven by the budget constraint, as the amounts sought by applicants over the two Rounds totalled £7.4m. But also the project appraisal process would have sought to select the strongest candidates.

The amounts awarded varied widely, from the maximum of £75,000 (awarded to five projects) to less than £1,500 (Figure 2.1). Of the 140 award offers, 132 projects were fully completed. One project drew down a little over 80 per cent of the amount awarded. The other seven awards were either withdrawn by the ACNI or not taken up by the applicant. The rest of this report focuses on these 133 projects which were fully or substantially completed ('the completes').

⁵ <http://www.artscouncil-ni.org/news/creative-industries-innovation-fund>.

⁶ See Table B.1 for a profile of applications by art form.



The mean amount of funding drawn down by completed projects was slightly in excess of £20,000 (Table 2.1). In total, grant expenditure amounted to £2.67 million.

Table 2.1 Completed projects, individual businesses, by round and funding drawn down

	Round		All
	2	3	
	£	£	£
Mean	24,172	15,922	20,078
Total (£ million)	1.619	1.051	2.670

A little over two in three (68 per cent) of the completed projects received an award of £10,000 or less (Table 2.2). A further 35 projects (26 per cent) were awarded an amount over £10,000 and up to £50,000. The Round 2 awards included eight projects receiving over £50,000.

Given the variability in the grant amounts, the value of the award is useful to incorporate in the analysis of impacts from the CIIF 1 support. Given the small base of awards in excess of £50,000, this report employs a two-fold classification by size of award i.e. up to £10,000 and over £10,000.

Table 2.2 Completed projects, individual businesses, by round and value of award

	Round		All
	2	3	
	<i>No.</i>	<i>No.</i>	<i>No.</i>
Up to £10,000	42	48	90
Over £10,000 and up to £50,000	17	18	35
Over £50,000	8	0	8
All	67	66	133
	%	%	%
Up to £10,000	63	73	68
Over £10,000 and up to £50,000	25	27	26
Over £50,000	12	0	6
All	100	100	100

Variability in the CIIF 1 projects is also evident from the summary project descriptions given by the respondents to the 2013 update survey. Based on the summary project descriptions provided by the respondents to the update survey, 34 of the 71 projects (48 per cent) were focused on business development/marketing. An online/web-based dimension to business development was evident in a further 12 projects (17 per cent). Product development was the main focus of 21 projects (30 per cent). Three projects mentioned the use of funding to fill an additional post.

While innovation can take a number of forms, including adoption of new working practices or models, the main distinctive feature of the CIIF 1 projects is the focus on the creative industries.

2.3 Profile

The profile of completed projects by creative industries sub-sector is shown in Table 2.3, along with NI economy wide estimates for businesses and employment⁷. The following points can be noted.

Compared to the economy-wide profile of creative industries, the support from the CIIF 1 was most heavily concentrated in arts and crafts, design etc., and music and the visual arts. Together, these CI sub-sectors accounted for 74 per cent of CIIF 1 projects, more than twice their share of NI-wide employment in the creative industries. This is perhaps reflective of the ACNI's long-established role in supporting the arts in Northern Ireland.

⁷ The more detailed profile by 10 CI sub-sectors is shown in Table B.2 in Appendix B.

Nonetheless, it is notable that the CIIF attracted strong interest from the software etc. sub-sectors. These accounted for one in four awards, predominantly in software, computer games and electronic publishing (17% of projects).

Table 2.3 Completed projects by creative industry sector

	CIIF 1	Creative industries ¹ :	
	Projects ²	Businesses ³	Employment ³
	%	%	%
Advertising & architecture	2	19	22
Art and crafts	24	4 ⁴	9
Design, video, film and photography	19	9	14
Music and the visual arts	31	12	9
Software, computer games & electronic publishing; Publishing, radio & TV	25	55	47
Total	100	100	100

1 The estimates for businesses and employment are from the ACNI Digest of Arts Statistics 2010, Section 10. They were compiled on a DCMS methodology which has since been revised (see DCMS, 2014).

2 Base: 133 projects.

3 See Table B.2 in Appendix B for sources.

4 The crafts sub-sector is primarily occupation-based and is not included in the estimates for CI businesses. To that extent, the employment profile provides a more complete picture.

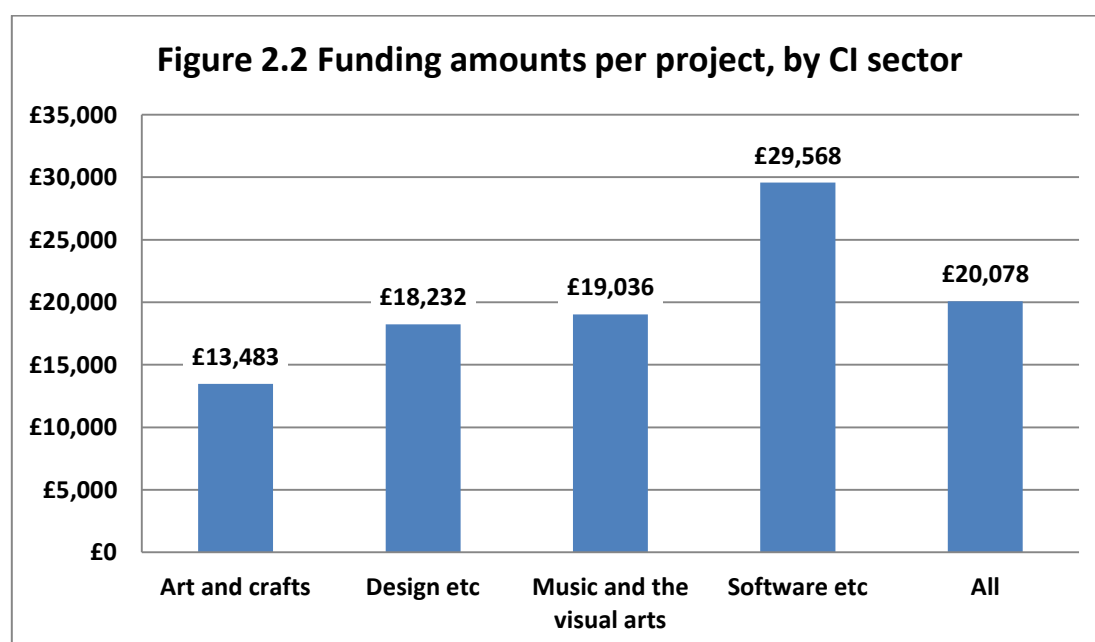
The value of awards made also varied by CI sub-sector. Projects in the art and crafts sub-sectors were predominantly for £10,000 or less; grants in that range accounted for 88 per cent of awards to CIIF 1 art and crafts projects (Table 2.4). By contrast, awards to the software etc. sub-sectors were mainly for amounts in excess of £10,000; grants in that range were made to 19 of the 33 software etc. projects.

Consequently, average awards varied widely by CI sub-sector, from under £13,500 for art and crafts projects to almost £30,000 in the software etc. sub-sectors.

These contrasts in average grant size by CI sub-sector serve to further underscore the diversity in the set of businesses receiving support from the CIIF 1.

Table 2.4 Completed projects by value of award and creative industry sector

	Up to £10,000	Over £10,000	All
	<i>No.</i>	<i>No.</i>	<i>No.</i>
Art and crafts	30	4	34
Design, video, film and photography	18	7	25
Music and the visual arts	28	13	41
Software, computer games & electronic publishing; Publishing, radio & TV	14	19	33
All	90	43	133
	<i>%</i>		<i>%</i>
Art and crafts	88	12	100
Design, video, film and photography	72	28	100
Music and the visual arts	68	32	100
Software, computer games & electronic publishing; Publishing, radio & TV	42	58	100
All	68	32	100



Based on their survey responses, almost one in five of the completed projects (18 per cent) were undertaken by businesses that were not operating prior to receiving assistance from the CIIF 1 (Table 2.5)⁸. The proportion varied from three per cent in the art and crafts sub-sector to 25 per cent in the design etc. sub-sectors.

Table 2.5 Creative Industries Innovation Fund: Start-up projects

	Pre-existing	Start-up	All
	<i>% of sub-sector</i>	<i>% of sub-sector</i>	<i>% of sub-sector</i>
CI sector			
Art and crafts	97	3	100
Design, video, film and photography	75	25	100
Music and the visual arts	78	22	100
Software, computer games & electronic publishing; Publishing, radio & TV	77	23	100
Total	82	18	100

The businesses that were not in existence prior to their CIIF 1 award can be classified as start-ups. The incidence of such projects indicates a further element of variation in the range of project types that were undertaken by CIIF 1 assisted businesses.

2.4 Deadweight

The assessment of deadweight is a key component of any evaluation i.e. what would the assisted business have done in the absence of government support for a project? Typically, three elements of deadweight are considered, as follows:

- **Zero deadweight.** The project would not have proceeded at all in the absence of support.
- **Partial deadweight.** The project would have been undertaken anyway, but at a smaller scale and/or over a longer timescale.
- **Full deadweight.** The project would have proceeded anyway, regardless of the support received, at the same scale and over the same time period.

⁸ See Table B.7 in Appendix B for the sample sizes by CI sub-sector.

Zero deadweight and partial deadweight are both sources of additionality in the support offered to businesses i.e. benefits are obtained that would not otherwise have accrued to the support programme.

To help in assessing the deadweight factor, the surveys of assisted businesses undertaken over the lifetime of the CIIF project asked the assisted businesses to say what they would have done in the absence of support from the CIIF⁹. The results by size of award are shown in Table 2.6.

The first point to note is that the vast majority of the businesses ascribed either zero deadweight or partial deadweight to their CIIF 1 projects. That is, based on the self-reported assessments, there was an element of additionality in 97 per cent of the CIIF 1 projects. That is an important finding in attempting to ascertain the net impact of the CIIF 1 support.

Table 2.6 Self-reported deadweight: “What would you have done in the absence of support from the CIIF?” - Completed projects, individual businesses, by size of award¹

	Up to £10,000	Over £10,000	All completes
	%	%	%
Projects			
Proceeded in its current form	3	2	3
Gone ahead but on a different scale	69	41	60
Been developed outside of NI	1	7	3
Not have proceeded at all	27	49	34
All	100	100	100
Weighted by funding			
Proceeded in its current form	2	4	3
Gone ahead but on a different scale	68	39	47
Been developed outside of NI	1	9	7
Not have proceeded at all	29	48	43
All	100	100	100
<i>Base number of projects</i>	<i>89</i>	<i>41</i>	<i>130</i>

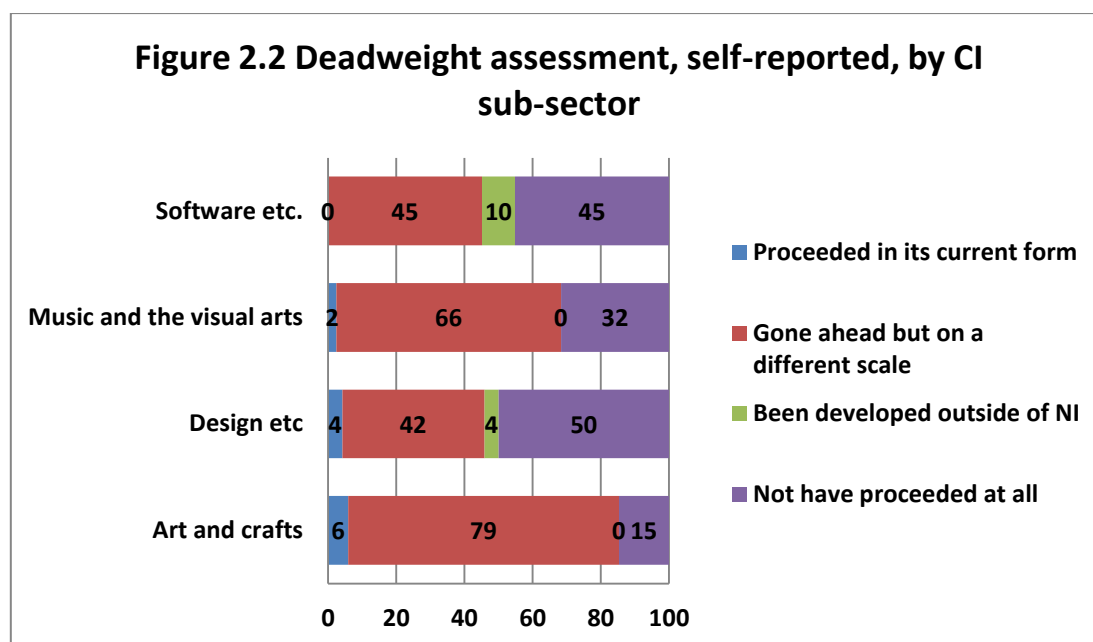
1 Excluding projects missing 1+ baseline survey returns.

⁹ The assessment of deadweight in the CIIF 1 evaluation also included a survey of unsuccessful applicants to identify the extent to which those businesses subsequently found other means to pursue their CIIF 1 proposals.

The second point to note is that the nature of the deadweight assessment – whether zero or partial – varied significantly across the assisted projects on a number of dimensions¹⁰. When those saying the project would not have proceeded at all are combined with those saying their project would have occurred outside of NI, 56 per cent of projects in receipt of more than £10,000 in funding reported zero deadweight. This was than double the proportion among businesses with awards of up to £10,000 (28 per cent). In the latter group, partial deadweight was predominant (69 per cent).

The variation by size of award also means that the zero deadweight proportion is higher when the results are weighted by the amount of grant funding. In the weighted case, zero deadweight is 50 per cent, compared to 37 per cent when the self-reported assessments are un-weighted.

The deadweight assessments also varied significantly by CI sub-sector. Zero deadweight ranged from 15 per cent in the art and crafts sector to 55 per cent in the software etc. sector (Figure 2.2)¹¹. Partial deadweight was most pronounced in the art and crafts sector (79 per cent).



The final contrast of note in the deadweight assessments is the association between the value of match funding achieved per £ of funding (the leverage ratio) and the extent of deadweight. Businesses reporting partial deadweight also reported higher leverage ratios compared to businesses saying they would not have proceeded with their project at all (Table 2.7).

¹⁰ That conclusion is drawn from the estimation of a logit model for the probability of a respondent reporting zero deadweight rather than partial or full.

¹¹ See Table B.8 in Appendix B for further detail, including sample sizes.

Table 2.7 Match funding levered by CIIF funding and self-reported deadweight - Completed projects, individual businesses¹

All completes	
	%
Projected at application stage	
Gone ahead but on a different scale	£1.3
Not have proceeded at all	£0.6
All	£1.0
Actual reported per £ of funding	
Gone ahead but on a different scale	£1.0
Not have proceeded at all	£0.6
All	£0.8
<i>Base number of projects</i>	<i>126</i>
1 Excluding projects missing 1+ baseline survey returns.	

2.5 Key Points Summary

The CIIF 1 was run on the basis of open calls across three rounds of funding. In the second and third rounds, the Fund was open to individual businesses operating in the creative industries. A total of 339 project proposals were received from individual businesses. That degree of interest highlights the degree of self-selection into the programme. That is, participation was not randomly distributed among the target group.

Of the 339 project proposals, 41 per cent received funding offers. Alternatively, 59 per cent of proposals were unsuccessful, indicating the role of selectivity at the project appraisal stage in shaping participation in the programme.

There was also considerable variability in the nature and pattern of participation in the CIIF 1, along the following dimensions:

- The value of CIIF 1 awards, which ranged from the maximum of £75,000 to under £1,500. However, two in three projects received an award of £10,000 or less, thereby dampening the variability by size of award.
- The focus on the creative industries is a distinguishing feature of the CIIF. This is a diverse sector, encompassing activities such as art and crafts as well as software, computer games and electronic publishing.

- The value of awards made also varied by CI sub-sector, ranging from an average of under £13,500 in art and crafts to almost £30,000 in the software etc. sub-sector.
- Self-reported deadweight assessments varied by CI sub-sector, size of award and leverage ratios. These variations will also reflect the role of self-selection in participation on the CIIF 1.

Each of the foregoing factors can act to limit the estimation of net impacts from participation in the programme. The extent to which variability in the population can be managed will be influenced by the coverage achieved in the update survey of participants. In the absence of a control group, it is more difficult to account for self-selection.

Nonetheless, when asked what they would have done in the absence of funding from the CIIF, 37 per cent said their project would not have occurred at all in NI (zero deadweight) while a further 60 per cent said the project would have been undertaken at a smaller scale or over a longer time period (partial deadweight). Based on the self-reported assessments, there was therefore an element of additionality in 97 per cent of projects assisted. That is important to reflect in assessing the impacts of the support.

3 Economic Impacts

3.1 Introduction

This section presents an assessment of the economic impacts achieved by the CIIF 1 projects, for the following indicators:

- Turnover.
- Gross profit.
- External sales.
- Employment.

For each of the foregoing indicators, the analysis commences by presenting the update survey estimates. These are then compared to the baseline figures, derived according to the methodology set out in Appendix A, to measure in gross terms the change that has occurred since the CIIF 1 funding ended. Attention then turns to consideration of the impact of the CIIF 1 funding on the update position.

3.2 Turnover

In the 2013 update survey, respondents were asked to provide annual turnover figures for their last financial year. Of the 71 responses to the update survey, 58 furnished a response to the turnover question. The last financial year was quoted as 2012 for a majority of responses (60 per cent) with a further 38 per cent giving a date in 2013. One project said the return was for a date in 2011.

As outlined in Appendix A, it was possible to establish an estimate of the self-reported attribution of turnover to the CIIF 1 for 57 of the update survey projects (see Table A.6). From the longitudinal surveys, it was possible to establish the baseline position for 56 projects. These are the projects on which the assessment of turnover impacts is focussed.

Among the 57 businesses with a turnover response and for which CIIF attribution could be estimated, the mean amount quoted was almost £196,000¹² (Table 3.1).

¹² See Table B.9 for results by CI sub-sector and value of award. But note that sample sizes for the CI sub-sectors are mainly less than 20. It can also be noted that the average statistics across these 57 cases are very similar to the statistics calculated on the 58 responses with a turnover estimate, including the single case for which CIIF attribution could not be determined. For confidentiality and disclosure reasons, a full set of results is only presented for the 57 cases with a baseline turnover.

Table 3.1 Turnover – last financial year, all update projects with a baseline turnover estimate

	Up to £10,000	Over £10,000	All
Last financial year, all reporting			
Mean	£90,648	£389,929	£195,659
Median	£28,000	£283,000	£39,625
<i>Base number of projects</i>	37	20	57
Change			
Per cent	91%	38%	51%
Median (un-weighted)	35%	33%	34%

The median turnover was substantially lower, standing at a little under £40,000; that is, one in two of the 57 assisted businesses had a turnover in excess of the median while the remainder generated less than that amount¹³.

When compared to their baseline values, prior to the CIIF funding, it is estimated that turnover in those 57 companies grew by 51 per cent. The estimated turnover growth rate was higher among businesses receiving awards of up to £10,000; 91 per cent compared with 38 per cent among those receiving awards in excess of £10,000. Though, it should be noted also that the businesses receiving the lower award level also reported substantially lower mean and median turnover estimates.

The median growth rate for all 57 businesses was 34 per cent i.e. half the businesses recorded growth below 34 per cent while the remainder exceeded 34 per cent. The median did not vary greatly between businesses receiving over £10,000 and up to £10,000 in funding from the CIIF. Thus, a majority of the businesses experienced a positive rate of growth in turnover; 43 of the 57 businesses are estimated to have seen their revenues increased with the remainder showing negative growth.

The update survey respondents were also asked to give an estimate of the percentage of their turnover that is attributable to the project undertaken through CIIF 1. As outlined in Appendix A, it was possible to derive self-reported attribution estimates for 61 businesses i.e. including four businesses for which turnover data was not provided in the update survey. The attribution estimates for these 61 businesses are shown in Table 3.2.

¹³ The median is the middle value in a set of numbers. It is less sensitive to extreme values and is often preferred on that basis as an indicator for the 'typical' value in a distribution.

Table 3.2 Turnover attributable to CIIF 1 – last financial year, update survey projects

	Projects	Un-weighted	Weighted by turnover (n=57)
	No.	%	%
Attribution range			
Zero	14	23	28
1%-10%	12	20	36
11%-20%	11	18	12
21%-49%	13	21	18
50%	11	18	6
All	61	100	100
<i>Mean</i>		27	14
<i>Median</i>		15	

A wide range of attribution values were reported by, or imputed to, the update survey firms. Almost one in four said that the CIIF 1 had made no contribution to turnover in their latest financial year¹⁴. At the other end of the scale, slightly less than one in five firms (18 per cent) attributed 50 per cent or more of their last financial year turnover to the CIIF 1 support, including six businesses saying that their turnover was entirely attributable to the CIIF 1.

On an un-weighted basis, the median attribution was 15 per cent i.e. half the businesses attributed more than 15 per cent of their turnover to the CIIF while the other half attributed less than 15 per cent.

Among the businesses for which both last financial year turnover and attribution estimates were available, the distribution was skewed towards the lower end of the attribution range. For example, businesses attributing zero impact accounted for 28 per cent of total reported turnover, well in excess of the six per cent share claimed by firms with an attribution rate above 50 per cent. Thus, when the attribution results are weighted by turnover, the mean rate of attribution to CIIF 1 is estimated at 14 per cent.

As outlined in Appendix A, it was possible to generate baseline turnover estimates for almost all assisted businesses by combining the results for the turnover question from the four survey phases implemented over the lifetime of the CIIF 1.

¹⁴ This included one firm which stated that the benefits from the CIIF 1 support would not be visible until the launch of a new product anticipated for late-2013.

Assuming that the turnover growth rates estimated for the businesses that also provided a response to the turnover question in the update survey can be extrapolated to the population of CIIF 1 assisted firms, it is possible to generate a grossed-up turnover estimate for the CIIF 1. Further assuming that the turnover-weighted mean CIIF attribution rate estimated from the update survey can be applied to the population of CIIF 1 businesses, it is then possible to generate an estimate of the turnover impact from the support provided by the CIIF 1.

The approach can be illustrated from column (a) of Table 3.3. In the update survey, considering the 56 firms for which it was possible to estimate last financial year turnover and CIIF 1 attribution in conjunction with baseline turnover estimates, turnover is estimated to have increased by 50 per cent¹⁵. Thus, these 56 businesses from the update survey are estimated to have increased turnover by 50 per cent.

Table 3.3 Attributable turnover – last financial year, all update projects with a baseline turnover estimate and CIIF attribution

	(a) Update survey	(b) Augmented turnover estimates	(c) Zero imputation
Last financial year, all reporting			
Per cent of turnover	15	14	12
Per £ of funding	£1.32	£1.03	£1.11
<i>Base number of projects</i>	56	112	56
Grossed-up estimates			
• % change from baseline	50%	52%	50%
• Grossed-up (£ million)	£16.833	£17.026	£16.833
Turnover impact (annual)			
• £ million	£2.473	£2.440	£2.099
• Per £ of spend	£0.93	£0.91	£0.79

Applying the 50 per cent growth rate to the baseline turnover for all CIIF 1 businesses yields a grossed-up estimate of £16.8 million. In the same set of businesses, the CIIF 1 is attributed a 15 per cent contribution to last financial year turnover.

¹⁵ The base number of businesses in Table 3.3 – 56 – is one less than the base number in the preceding Table 3.1 since, for one business, it was not possible to estimate all three elements i.e. last financial year turnover, CIIF attribution and baseline turnover. The effects on the per cent change from baseline and CIIF attribution rate are minor.

Applying that proportion to the grossed-up turnover estimate yields an estimated turnover impact of £2.5 million, equating to an estimated £0.93 in turnover impact per £ of CIIF 1 funding.

Given the sample size, it is simply not possible to implement a more sophisticated grossing-up estimate e.g. by controlling for CI sub-sector and/or size of award. Nonetheless, the grossing-up assumption is clearly vulnerable to the variability in the CIIF population that was highlighted in section 2. The best solution in managing that risk is to increase the sample size so that the sample estimates are founded on a higher coverage of the relevant population. That option was not available for this study.

Thus, in order to test the robustness of the grossing-up assumption in the face of variability in the set of assisted business, an augmented set of turnover estimates was generated by combining the update survey with the phase 4 survey conducted in May 2011; the details are outlined in Appendix B. The augmented set of turnover estimates is based on survey results for 112 projects, thereby expanding the coverage of the CIIF 1 population. Most importantly, the augmented estimates provide a degree of control for the variability in the CIIF 1 population and differential rates of response to the update survey, notably by CI sector and size of award.

The results from the augmented turnover estimates are shown in column (b) of Table 3.3. Interestingly, the turnover impact estimates are only slightly affected. This provides a degree of reassurance in grossing up from the update survey estimates.

The second main source of error in the update survey estimates lies in the use of the self-reported percentage CIIF 1 turnover contributions. As outlined in Appendix A, it was necessary to impute estimates for 14 of the 56 projects on which the update survey turnover impact estimates are based i.e. column (a) in Table 3.3.

An alternative and more conservative assumption is that missing CIIF attribution percentages should be accorded zero values. The results of that scenario are shown in column (c) of Table 3.3. Not unexpectedly, the estimated turnover impact falls, from £2.5 million in scenario (a) to £2.1 million in scenario (c), a drop of -15 per cent.

Finally, it is necessary to consider whether the self-reported CIIF attribution rate is sufficient on its own to measure the net turnover impact from the CIIF 1 support. The comparator approach is not available for the purposes of this study i.e. comparing the CIIF 1 update survey projects with a similar set of businesses at the same point in time post-CIIF 1.

There is, however, an option to combine the self-reported CIIF 1 contribution rate with the self-reported deadweight estimates discussed in section 2. The rationale is that the deadweight assessment contains information regarding the net additionality of the projects i.e. what would have happened to the

project in the absence of the CIIF 1. A number of factors would caution against the use of the deadweight indicator for that purpose.

In the first instance, the self-reported deadweight indicator could not be used in isolation, for example, to adjust the gross change in overall turnover. In particular, the deadweight indicator refers specifically to the set of CIIF 1 projects at a point in time i.e. during the operation of the CIIF 1 programme. In the period since the CIIF 1 was completed, the assisted businesses will have been subjected to a range of influences, both internal and external, that will have had an effect on their turnover, perhaps independently of their CIIF 1 project.

By contrast, the self-reported contribution percentage represents respondents' best estimates of the turnover effect at the time of the update survey and at a period in time when their CIIF funding has completed. That is, it is contemporaneous and specific to turnover.

Finally, there is the uncertainty around the weights that should be applied to the components of self-reported deadweight, especially in those instances where partial deadweight has been reported. The CIIF 1 final evaluation report presented weighted deadweight estimates, separately for Rounds 2 and 3, within the range 29 per cent to 65 per cent.

For example, if it is assumed that the average element of deadweight in the CIIF 1 projects is 50 per cent, the turnover estimates shown in Table 3.3 would be halved in the scenario based on augmented turnover estimates, falling from £2.4 million to about £1.1 million i.e. seven per cent of total turnover. The estimated turnover impact per £ of funding would fall from £0.91 to about £0.42. Those estimates provide a useful caveat to the turnover impact assessments presented in Table 3.3.

3.3 Gross Profit

In the 2013 update survey, the gross profit question was posed to respondents in the same manner as for turnover. That is, respondents were asked to give their actual gross profit for the last financial year and then to give an estimate of the CIIF 1 contribution.

The update survey results are summarised in Table 3.4. A total of 51 respondents gave a gross profit estimate. However, baseline profit values could only be estimated for 40 of the 51 respondents to the profit question on the update survey. Partly for that reason, but also reflecting the volatility of gross profits, it was not feasible to implement the grossing up approach applied to the turnover estimates.

Treating profits as contained within turnover, it is possible to calculate a grossed-up estimate for total gross profit across the CIIF 1 firms. As a

proportion of turnover, the gross profit share among the 51 businesses was 22 per cent¹⁶.

Based on the £16.833 million turnover estimate from Table 3.3, column (a), the total gross profit across the CIIF 1 firms is then estimated at £3.7 million (Table 3.4).

Table 3.4 Attributable gross profit – Update survey results

Update survey results	
• Mean	£45,436
• Median	£13,500
• Per cent of turnover	22%
• <i>Base number of projects</i>	51
Grossed-up (from turnover – Table 3.3, col. (a))	
Total gross profit	£3.694
Attributable to CIIF (self-reported)	
• Per cent	15
• £ million	£0.546
• Per £ of spend	£0.20

The non-response problem was even more pronounced in respect of the profit contribution question, as only 33 of the update survey respondents also provided an estimate of the percentage of profit that could be attributed to the CIIF 1. The weighted average percentage contribution to profits quoted by these respondents was 15 per cent. Applying that figure to the grossed-up profits estimate yields an indicate estimate of the CIIF 1 contribution as £0.546 million, representing £0.20 per £ of CIIF 1 funds (Table 3.4).

Reflecting the relatively high incidence of non-response to the profit contribution question, a considerable degree of uncertainty must be attached to the estimate for gross profits attributable to the CIIF 1. The level of uncertainty is heightened by the use of turnover as a driver for the estimation of grossed-up profits.

¹⁶ That is, weighted by turnover.

3.4 External Sales

External sales are defined as sales made outside of Northern Ireland. The update survey inquired about external sales in two stages. Businesses were first asked to say if they sell, or intend to sell their product or service outside Northern Ireland. Businesses answering in the affirmative were then asked to give their export sales values across three geographical areas, as follows:

- The rest of the UK.
- The Republic of Ireland.
- The rest of the world.

Turing first to the screening question, a large majority of respondents to the update survey (85 per cent) said they sell or intend to sell outside Northern Ireland (Table 3.5). For the same group of businesses, that represents an increase of 14 percentage points compared to their responses during the course of the CIIF 1. The difference is statistically significant¹⁷, but difficult to interpret.

Table 3.5 External sales: Whether sells or intends to sell product or service external to NI

	Total
	%
Update survey projects	
• After CIIF 1	85
• During CIIF 1	70
• <i>Difference</i>	14
• <i>Base</i>	71
All projects	
• During CIIF 1	75
• <i>Base</i>	130

The screening question asks about future intentions in addition to current practice. It is therefore plausible that a respondent could answer positively to the screening question but proceed to record zero export sales in the last financial year. That possibility could not be investigated, due to the incidence of non-response to the subsequent questions on external sales in the last financial year.

¹⁷ $\chi^2 = 11.63550$, $df=1$, $sign=0.000$.

In the update survey, 60 respondents said they sell or intend to sell outside NI. However, 22 of those were missing values for external sales in their last financial year. Respondents were also asked about external sales in the current financial year, with a forecast for the full year. Sales values were missing in 43 of the 60 cases.

On at least one occasion, three in four respondents to the longitudinal surveys said they made or intended to make external sales. However, half of those only ever reported zero values when asked about sales levels to the three geographical markets.

Nonetheless, 38 firms in the update survey provided the requisite data for external sales in the last financial year. The top-line results are shown in Table 3.6. When compared to their baseline estimates, the CIIF 1 firms would appear to have exhibited substantial growth in external sales. Among the 38 businesses providing a response to the update survey, total external sales are estimated to have more than doubled, from £1.3 million to £3.5 million (+171 per cent). As a share of total revenues, external sales surged from 19 per cent in the baseline period to 35 per cent by the time of the update survey, a rise of 16 percentage points.

Table 3.6 External sales by market: Update survey returns (n=38)

	UK	RoI	Rest of World	All
Last financial year				
• Sales (£m)	1.257	0.589	1.644	3.490
• Per cent of turnover	13	6	17	35
Baseline estimates				
• Sales (£m)	0.483	0.369	0.434	1.286
• Per cent of turnover	7	5	6	19
Change from baseline				
• Sales (% growth)	160	59	279	171
• Per cent of turnover	+6	+1	+10	+16

The external sales figures cannot, however, be used for the purposes of grossing up or attribution to the CIIF 1 across the full population of businesses. Mainly, it cannot be assumed that the data are representative of the CIIF 1 businesses. This reflects two considerations.

First, within each of the three markets shown in Table 3.6, a single business accounts for a substantial proportion of the total reported sales values.

Most notably, one business accounts for over 70 per cent of total sales made to the rest of the world. That same business accounts for the majority of the overall growth in external sales¹⁸.

The UK and RoI sales figures are not dominated to the same degree by a single business. Nonetheless, a single firm accounts for in excess of 20 per cent of sales made by the update survey respondents into each of those two geographical markets.

When these 'outliers' are excluded, the external sales growth figures are as follows:

- Rest of the UK – +90 per cent.
- Republic of Ireland – +25 per cent.
- Rest of the World – -16 per cent.
- All external sales – +72 per cent.

With a +72 per cent overall adjusted growth rate, the overall trend in external sales would appear to remain positive even when the outlier businesses are excluded.

Second, even if the outlier values are excluded, the incidence of missing values among those firms which said that they sell or intend to sell outside Northern Ireland means that it is not safe to provide grossed-up estimates from the update survey.

Respondents were not asked to provide an estimate of the percentage contribution of the CIIF 1 to their external sales revenues. A reasonable assumption would be that the CIIF 1 contribution could be derived from the estimates given by respondents for total turnover. Under that assumption, the external sales-weighted percentage CIIF 1 contributions can be estimated as follows:

- Rest of the UK – 23 per cent.
- Republic of Ireland – 24 per cent.
- Rest of the World – four per cent.
- All external sales – 14 per cent.

¹⁸ The precise percentages cannot be divulged for confidentiality reasons.

3.5 Employment

In the update survey, respondents were asked to say how many employees are currently in their organisation. The survey sought information on employees in four categories:

- Permanent full-time.
- Permanent part-time.
- Temporary full-time.
- Temporary part-time.

An employment breakdown was missing in only one of the 71 businesses that responded to the update survey. An adjustment was also made to one record, a start-up project showing a large part-time employment count but with very little turnover to support the figure recorded in the survey.

Considering first the results for permanent employees, the total numbers from the update survey are presented in Table 3.7, distinguishing full-time and part-time. The update survey businesses reported a total of 214 employees, of which a large majority (86 per cent) were classified as full-time.

Table 3.7 Permanent employees: Update survey results (n=69)

	Employees	Baseline	Change	
	No.	No.	No.	%
Full-time	183	139	44	32
Part-time	31	23	8	35
All	214	162	52	32

As it is concerned solely with employees, the survey results are likely to understate the number of persons actually employed on a permanent basis in the CIIF 1 businesses. One in three businesses said that they have no employees. This may reflect the incidence of self-employed persons within the assisted businesses. However, the survey did not ask for ownership type or separately for self-employment. A further 18 per cent of respondents recorded one employee only. The two largest businesses accounted for 27 per cent of the total count. The mean number of employees per business was three while the median count was one.

Nonetheless, the main point to note from Table 3.7 is the strong growth in employees within the update survey firms (+32 per cent overall). Applying the percentage change figures to the baseline estimates, the overall level of employment within the population of CIIF 1 assisted businesses is estimated at 347 (Table 3.8).

Table 3.8 Permanent employees: Grossed-up estimates

	Employees	Baseline	Change	
	No.	No.	No.	%
Full-time	270	205	65	32
Part-time	78	58	20	35
All	347	263	85	32

From the information available, it is not possible to provide an estimate of the current employment that can be attributed to the CIIF 1, as the respondents were not asked to make such an assessment. Turnover attribution rates would not be appropriate in seeking to estimate employment impacts, albeit the changes in turnover outlined earlier in this section are likely to have had some impact on employee numbers in the assisted businesses.

The best that can be done is to roll forward the employment changes attributed to the CIIF from the four surveys conducted over the lifetime of the programme. In those surveys, respondents were asked to provide employment figures both before and after their CIIF 1 project commenced.

For projects that have matured only in the period post the CIIF 1 funding, reliance on data gathered during the operation of the programme may underestimate the actual changes that have occurred. That risk has been partly managed by selecting the most recent of the longitudinal surveys completed by CIIF 1 respondents e.g. the phase 4 survey conducted in May 2011. The focus on employees may also under-state the employment effect insofar as the self-employed are not included, especially in situations where the CIIF 1 funded a start-up or helped a business to become established.

Bearing those caveats in mind, the resulting employment changes attributed to the CIIF 1 are shown in Table 3.9. The estimates suggest that the CIIF 1 projects account for about 10 per cent of employee numbers in the assisted businesses.

Table 3.9 Permanent employees: Employment changes attributed during the lifetime of CIIF 1

	Estimated CIIF impact	Per cent of employment	Employees per £m of funding
	No.	%	£
Full-time	25	9	9.4
Part-time	10	13	3.7
All	35	10	13.1

The update survey respondents were also asked to give the number of temporary employees currently in their organisations. The results are shown in Table 3.10. All of the respondents said they currently had zero full-time temporary staff.

Table 3.10 Temporary employees: Update survey results (n=70)

	Employees	Baseline	Change	
	No.	No.	No.	%
Full-time	0	12	-12	-100
Part-time	97	24	73	304
All	97	36	61	169

Eight of the respondents said they currently had temporary part-time employees. A large majority¹⁹ of the total was accounted for by just one business, perhaps reflecting a temporary spike in activity. The part-time count shown in Table 3.10 may not therefore be representative of the population of CIIF 1 businesses.

It is also apparent from the longitudinal survey results that temporary employee counts were quite volatile over the course of the CIIF 1 programme.

For both of the above reasons, no attempt is made in this report to gross up the temporary employee counts or to attribute any changes to the CIIF 1.

3.6 Key Points Summary

Taken as a group, the CIIF 1 businesses responding to the update survey reported growth across each of the four economic indicators.

Total turnover of the CIIF 1 businesses is estimated to have increased by 50-52 per cent compared to their baseline position. Grossed-up turnover across the CIIF 1 businesses is estimated at £17 million. Based on the self-reported CIIF 1 contribution rates, the turnover that can be attributed to the CIIF 1 businesses is estimated to range between 12 and 15 per cent, representing a turnover impact of £2.1 million to £2.5 million. Relative to the CIIF 1 funding support, the turnover impacts are between £0.79 and £0.93 per £ of CIIF 1 funds.

In a scenario where the deadweight estimates from the longitudinal surveys are combined with the update survey results, the CIIF 1 contribution is halved, falling to £1.1 million i.e. seven per cent of total turnover. The estimated turnover impact per £ of funding would fall from £0.91 to about £0.42.

¹⁹ For non-disclosure reasons, cannot be stated more precisely.

While they are based on self-reported deadweight assessments from the longitudinal surveys, and there is uncertainty over the weighting to be attached to the assessment of partial deadweight, the deadweight-adjusted estimates provide a useful caveat to the impact assessments derived from the self-reported CIIF 1 contribution rates from the update survey.

It should also be noted that turnover is not equivalent to gross value-added, which would be required to estimate the net impact on businesses.

Based on the update survey results, combined gross profits of the CIIF 1 businesses are estimated at 22 per cent of turnover. However, due to the degree of non-response to the profit question in the update survey, the self-reported CIIF 1 contribution rate is uncertain. Of those businesses providing such a response in the update survey, the average proportion of gross profit attributable to the programme was 15 per cent.

When asked if they sell or intend to sell their product or service into markets external to NI, 85 per cent of respondents to the update survey answered in the affirmative, an increase of 14 percentage points on the baseline position.

The CIIF 1 businesses that participated in the update survey reported external sales growth estimated at +171 per cent compared to the baseline. However, the external sales growth figures are strongly affected by a small number of businesses. Excluding the outliers, external sales are estimated to have risen by +72 per cent.

The number of permanent employees is estimated to have grown by almost one-third (32 per cent), giving a grossed-up estimate of 347 employees, including an estimated 270 full-time and 78 part-time. The CIIF 1 is estimated to account for 10 per cent of permanent employees.

The self-employment impacts of the CIIF 1 could not be determined. That would be a useful indicator for future monitoring and evaluation.

4 Innovation Impacts

4.1 Introduction

This section presents the update survey results for the following set of innovation indicators:

- Creating and protecting ideas.
- Innovation activity.
- The types of innovation undertaken by businesses.

4.2 Creating and Protecting Ideas

The survey respondents were asked to say if they have created any intellectual property (IP) since completing their CIIF 1 funded project. Those answering in the affirmative were then asked if they have taken any action to protect their IP. The top-line results are shown in Table 4.1²⁰. Over one in three respondents (37 per cent) said they had already created IP or intended doing so (six per cent).

Table 4.1 Creation and protection of intellectual property, by value of award

	All
	%
<i>“Have you created any intellectual property since you completed your CIIF 1 funded project” (per cent of all)</i>	
Yes, already created IP	37
Yes, intend to create IP	6
No	58
All	100
<i>Base</i>	<i>71</i>
<i>“Have you taken any action to protect IP since completing your CIIF 1 funded project?” (Per cent of all creating/intending to create IP)</i>	
Yes, already taken action	37
Yes, intend to take action	10
No	53
All	100
<i>Base</i>	<i>30</i>

²⁰ Table B.10 in Appendix B gives the results by CI sector and value of award.

At the time of the update survey, the majority of those creating or intending to create IP (53 per cent; base=30) had not taken, nor intended to take any action to protect their IP. Over one in three (37 per cent) had already taken action. One in 10 said they intended to take action.

A similar set of questions was posed to respondents in the four longitudinal surveys undertaken over the lifetime of the CIIF. In those surveys, respondents were asked about what they had done “as a result of the CIIF 1 project”. The update questions are different in the sense that they ask what the business has done since their CIIF 1 project ended. The update survey question is therefore directed at the business in general rather than specifically at activities related to their CIIF 1 project.

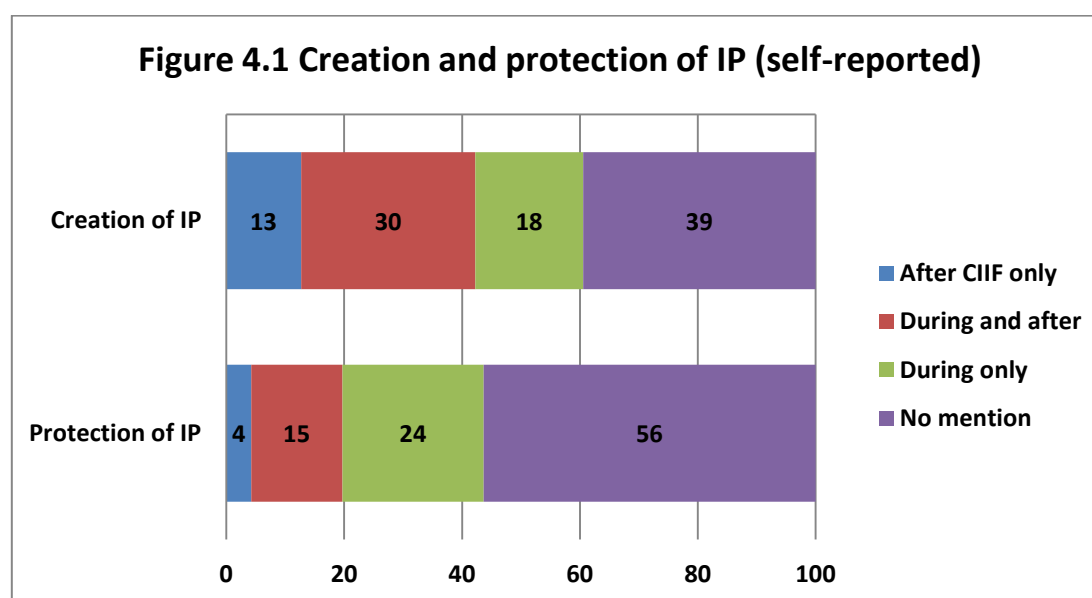
Furthermore, when the CIIF 1 project was underway, the business was being funded under an initiative specifically designed to increase the level of innovation in the creative industries. It is not therefore appropriate to directly compare the longitudinal and update surveys, for example, to compare differences in proportions before and after. Instead, this section focuses more on whether the business has continued to innovate in the wake of its CIIF 1 project, relative to the behaviour exhibited by the business during its CIIF 1 participation. The question is whether any changes in innovation behaviour stimulated by the CIIF 1 have been sustained beyond the lifetime of the CIIF 1.

For that purpose, the update survey responses are compared with the responses to the longitudinal survey to identify the extent to which businesses have:

- Continued with innovation practices that they adopted as a result of the CIIF 1 i.e. the innovation practices are observed both during and after participation on CIIF 1. These businesses can be viewed as having sustained their CIIF 1 practices.
- Whether the business has discontinued innovation practices adopted during the CIIF 1. Such a business will have reported innovation practices during CIIF 1, but not subsequently. Such a course of action is difficult to interpret, as some businesses may cease their innovation activities in order to exploit results, which could have emerged during their CIIF 1 participation. They have, however, been engaged in one or more innovation practices.
- Adopted an innovation practice only after their participation on CIIF 1. To the extent that businesses engage in innovation practices only after their CIIF 1 innovation, it may be concluded that the programme did not have an impact in stimulating innovation practices, since businesses have adopted some set of practices in any event.
- Make no mention of adopting a specific innovation practice. Such behaviour can be difficult to interpret. Businesses can innovate in

different ways and some activities, such as IP creation, may not be relevant to what a business does.

Figure 4.1 presents such a 'before/after' analysis of the creation and protection of IP. A combined total of 48 per cent said they had created, or intended to create IP, either during and after CIIF 1 participation (30 per cent) or only during their CIIF 1 participation (18 per cent). This was in excess of the proportion saying they had created IP only after their CIIF 1 participation (13 per cent) and also those who made no mention of having created IP (30 per cent). The contrasts would suggest that the CIIF 1 had a positive impact on the extent to which businesses seek to create IP.

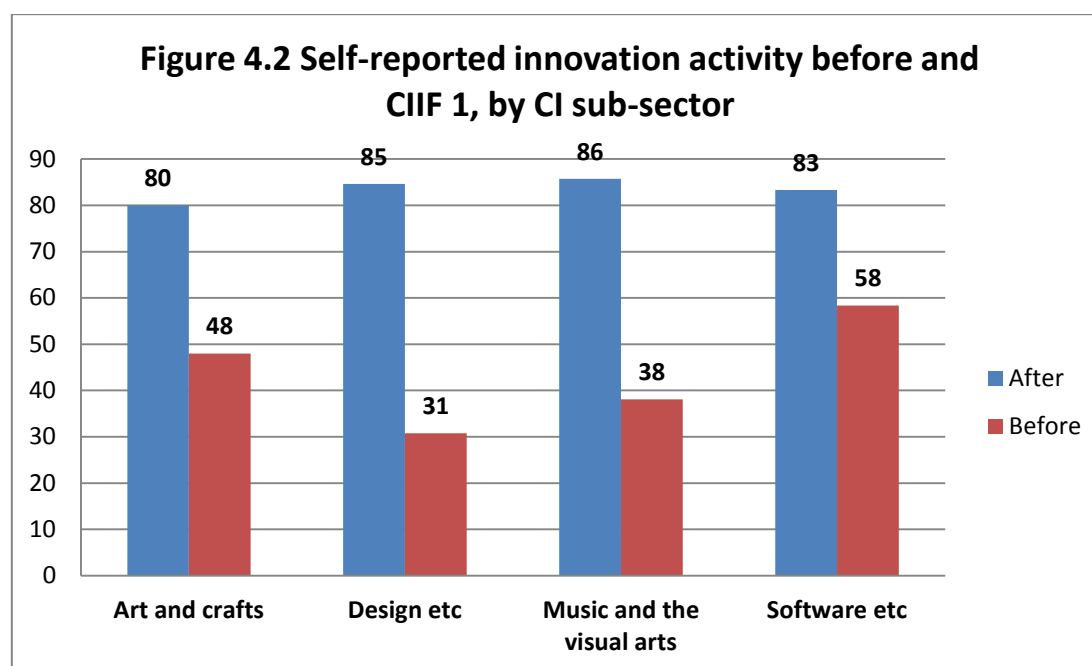


4.3 Innovation Activity

In the update survey, businesses were asked if they have “undertaken any innovation activity since your CIIF 1 funded project was completed”. In the longitudinal surveys, respondents were asked if they had undertaken any innovation activity before receiving funding from the CIIF. It is therefore possible to undertake a 'before-after' analysis of the responses to the innovation activity question.

A large majority of respondents to the update survey said they had undertaken innovation activity in the post-CIIF period (83 per cent). By contrast, in their responses to the longitudinal survey, fewer than half (44 per cent) said they had undertaken innovation activity prior to CIIF 1. As illustrated in Figure 4.2, the pre-post contrast was especially pronounced among businesses from the design etc. sub-sector (+54 percentage points)²¹.

²¹ See Table B.11 for further detailed results.



The results would therefore appear to indicate a large increase in innovation activity among assisted businesses in the post-CIIF period compared to their experience prior to CIIF. However, the finding is difficult to interpret. Primarily, the range of activities that might count as 'innovation' was not specified. Rather, it was left to the respondent to self-define what should count as innovation activity.

Examination of the qualitative responses made to the innovation activity question suggests that respondents took quite a broad view of what counts as innovation activity. A broad view of innovation activity is not necessarily invalid. Indeed, in reporting on and analysing the results of the EU's Community Innovation Survey (CIS), BIS allows for what it calls 'broader innovators' (Box 4.A).

Nonetheless, it may be doubted whether the update survey respondents' self-defined views of what constitutes innovation would meet the BIS definition. For example, in the BIS report on the 2011 CIS, BIS estimates that 39 per cent of firms satisfy the 'broader innovator' definition. Though, it can be noted that the analysis in Chapin *et al* (2010) finds that innovation activity tends to be higher in the Creative Industries.

A final point to note is that, having participated in CIIF 1, update survey respondents may have become more attuned to the concept of innovation activity and therefore may have broadened their own self-definitions over time.

The foregoing difficulties of interpretation do not necessarily mean that CIIF 1 had no impact on the innovation activity levels of participants. Rather, the pre-post gap of almost 40 percentage points may well overstate the CIIF 1 impact.

Box 4.A

Innovation activity: BIS definition following EU Community Innovation Survey

Innovation activity is defined as where enterprises were engaged in any of the following:

1. Introduction of a new or significantly improved product (good or service) or process.
2. Engagement in innovation projects not yet complete or abandoned.
3. New and significantly improved forms of organisation, business structures or practices and marketing concepts or strategies.
4. Activities in areas such as internal research and development, training, acquisition of external knowledge or machinery and equipment linked to innovation activities.

For the purpose of the UK innovation survey and in line with the European-wide Community innovation survey a business that has engaged in any of the activities 1 to 3 is defined as **innovation active**.

A business that has engaged in any of the activities 1 to 4 is defined by BIS as a **broader innovator**. A **wider innovator** is defined as a business that has engaged in activity 3.

Source: BIS, 2012, page 6.

4.4 Type of Innovation

Respondents were asked a series of questions about the types of innovation that they undertake. The questions, which were based around the Doblin™ Innovation Model²², are reproduced in Table 4.2.

The top-line results are also shown in Table 4.2. Breakdowns by CI sub-sector and size of award can be found in Appendix B, Table B.12. On average, respondents said they had undertaken five of the innovation types since completing their CIIF project.

The most frequently mentioned innovation type was around altering or improving the way the business gets its product or service to market (76 per cent) followed by joining forces or collaborating with other organisations (72 per cent). Across the CI sub-sectors, businesses in music and the visual arts were significantly more likely than average to say they had joined forces with other organisations (90 per cent). This possibly reflects the mode of working within the sub-sector.

²² <http://www.doblin.com/tentypes/#framework>.

Table 4.2 Type of innovation, since CIIF 1 project ended (Doblin™ Innovation Model)

Innovation type	Yes %
Since you completed your CIIF 1 funded project, have you significantly altered your organisation's business model , that is, the way it generates money? (For example you might have previously sold tickets for events and now operate a subscription service.)	41
Have you joined forces with any other organisation to create mutual benefit since you completed your CIIF 1 funded project? (For example, you might be a visual arts organisation that collaborates with an architect to create installations in new buildings).	72
Has a new method of working been implemented since you completed your CIIF 1 funded project which improves the efficiency of your core workers? (For example you might be a design company that has invested in Computer Aided Design software.)	38
Have you introduced any new processes since you completed your CIIF 1 funded project that improves the way in which your core product is produced? (For example you may have installed a new kiln to accelerate production at a craft workshop.)	49
Have you created a new product or service since you completed your CIIF 1 funded project? (For example a new product or service that is significantly different from previous products or services)	42
Have you created a platform for multiple products since you completed your CIIF 1 funded project? (For example, you may be a film company that prepares its next project for video game as well as for general release or a potter who creates work that can be sold not only as 3 dimensional objects but also as 2 dimensional images.)	44
Since you completed your CIIF 1 funded project, have you introduced anything that adds value to your customers beyond the product itself ? (For example, you might be a theatre company that has started to provide education outreach about its productions.)	69
Have you altered or improved the way in which your product or service gets to market since you completed your CIIF 1 funded project? (For example, you might be a video company that starts to make its product available on a mobile phone.)	76
Have you changed the way in which you communicate the value or brand of your company since you completed your CIIF 1 funded project? (For example a design company might reposition itself as a problem solving organisation.)	48
Have you improved the way in which your customers/users feel when they experience your product since you completed your CIIF 1 funded project? (For example, you might be a theatre company that creates a promenade production around a haunted house to enhance the sensation of fear.)	48
<i>Mean number of types mentioned</i>	5
<i>Base</i>	71

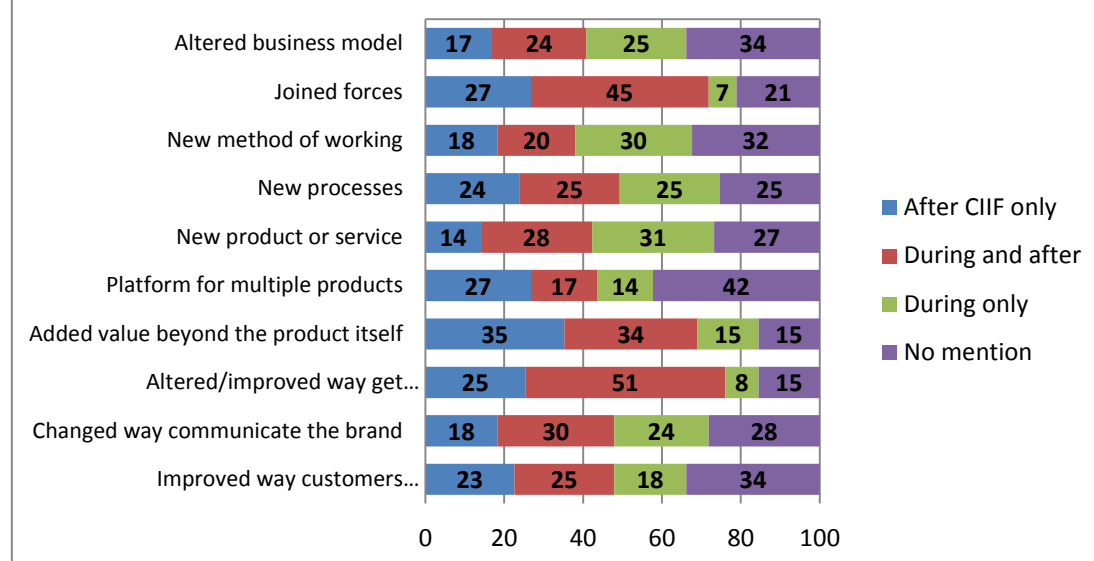
New methods of working (38 per cent) and altering the business model (41 per cent) were the least frequently mentioned innovation types. Music and the visual arts again provided the main contrast by CI sub-sector, being significantly below average (29 per cent) in mentions of having altered the business model since completing CIIF 1. The same sector was also significantly below average in the frequency of mentions of changed ways of communicating the brand; 19 per cent versus 48 per cent for the sample as a whole.

Regarding the more the more 'traditional' types of innovation, 49 per cent said they engaged in new process development while 42 per cent mentioned new product development. The strongest contrast was in new process development, ranging from 72 per cent in art and crafts to 19 per cent in music and the visual arts. Software etc. was also significantly below average in mentioning new process development.

Almost one in four respondents (23 per cent) said they engaged in both new product and process development. Thus, almost seven in 10 businesses said they engaged in one or both of the development of new products and/or processes. Compared to other studies, that would suggest a high rate of innovation. For example, the Chapain *et al* study found that only one in three CI firms performed innovation based around new product and/or process development. While the Chapain study was based on a different methodology (the CIS), the contrast would also indicate that CIIF 1 respondents take a broad view of what constitutes new product and process innovation.

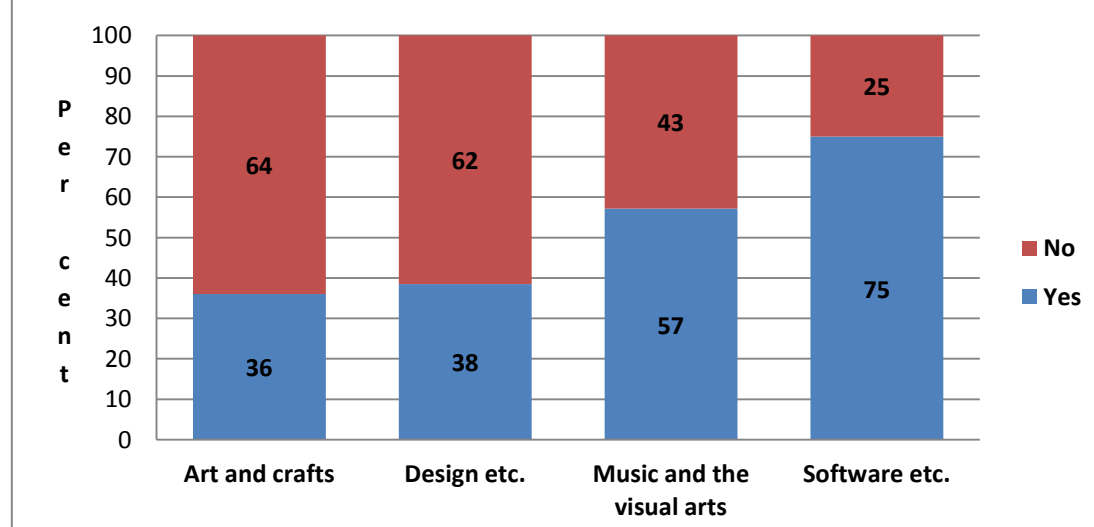
Similar to the IP question, respondents were asked about their practice since completing their CIIF 1 project. In the longitudinal surveys, respondents were asked about the innovation types 'as part of the CIIF project'. It is therefore possible to compare the update and longitudinal surveys along the during/after approach outlined previously in this section. The results of the analysis are shown in Figure 4.3.

Across most of the indicators, the proportion classified as 'during and after' was in excess of the proportion saying they had undertaken the innovation activity only during their CIIF 1 participation. The exceptions were: altered business model (24 per cent during and after versus 25 per cent during only); new method of working (20 per cent versus 30 per cent); and, new product or service (28 per cent versus 31 per cent). The margins of difference are not large, but the innovation types where 'during only' exceeds 'before and after' may reflect businesses having completed one phase of a business development programme and are now implementing that innovation.

Figure 4.3 Types of innovation undertaken (n=71)

4.5 Further Funding

When asked if they had received any further funding since completing their CIIF 1 project, 43 per cent of update survey respondents answered in the affirmative²³. The proportion varied across the CI sub-sectors, from 36 per cent in art and crafts to 75 per cent of software. Due to the small sample sizes in the CI sub-groups, it is not possible to detect a statistically significant relationship.

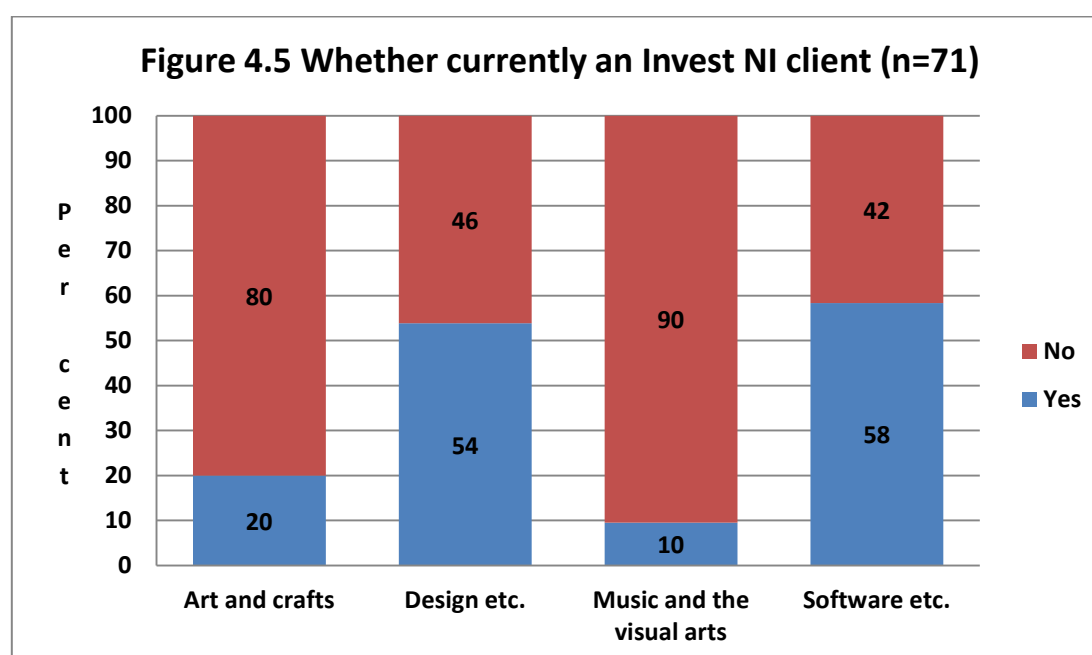
Figure 4.4 Whether received any further funding since CIIF 1 project (n=71)

²³ See Table B.13 in Appendix B for further detail.

Receipt of further funding also varied by size of award, from 76 per cent of those with a CIIF 1 award of £10,000 or more to 38 per cent of those receiving up to £10,000. That relationship is statistically significant²⁴.

When asked about the source of their funding, respondents mentioned a very wide range of funding bodies and programmes, including ACNI, INI, CIIF 2 and District Councils.

Respondents were also asked if they are currently Invest NI clients. One in three said that is the case, ranging from 20 per cent in the art and crafts sector to 58 per cent in software etc. (Figure 4.5).



4.6 Key Points Summary

The update survey results would suggest that the CIIF 1 had a positive impact in promoting the use and adoption of various forms of innovation.

When asked if they had created or intended to create any intellectual property (IP) since completing their CIIF 1 project, 42 per cent of respondents to the update survey answered in the affirmative.

A similar question was posed in the longitudinal surveys, albeit focused specifically on practices adopted as part of their CIIF 1 projects. When the update survey responses are combined with those from the longitudinal surveys, 30 per cent of businesses said they had created, or intended to create IP, both during and after their CIIF 1 participation. A further 18 per cent created or intended to create IP only during their CIIF 1 participation. Thus, for almost one in two businesses (48 per cent), the creation of IP could be linked to their CIIF 1 participation.

²⁴ $\chi^2 = 8.62953$, $df=1$, $sign=0.003$.

This was in excess of the proportion saying they had created IP only after their CIIF 1 participation (13 per cent) and also those who made no mention of having created IP (30 per cent). The contrasts would suggest that the CIIF 1 had a positive impact on the extent to which businesses innovate through IP creation.

In the update survey, businesses were asked if they have “undertaken any innovation activity since your CIIF 1 funded project was completed”. A large majority of respondents to the update survey said they had undertaken innovation activity in the post-CIIF period (83 per cent). By contrast, in their responses to the longitudinal survey, fewer than half (44 per cent) said they had undertaken innovation activity prior to CIIF 1. However, as ‘innovation activity’ is self-defined, the results are difficult to interpret.

Respondents were asked a series of questions about the types of innovation that they undertake, based around the 10 types of innovation in the Doblin™ Innovation Model. The average number of innovation types cited by respondents was five.

The most frequently mentioned innovation type was around altering or improving the way the business gets its product or service to market (76 per cent) followed by joining forces or collaborating with other organisations (72 per cent).

Overall, the update survey findings would suggest that changes in innovation behaviour stimulated by participation in the CIIF 1 have been sustained beyond the lifetime of the programme.

When asked if they had received any further funding since completing their CIIF 1 project, 43 per cent of update survey respondents answered in the affirmative.

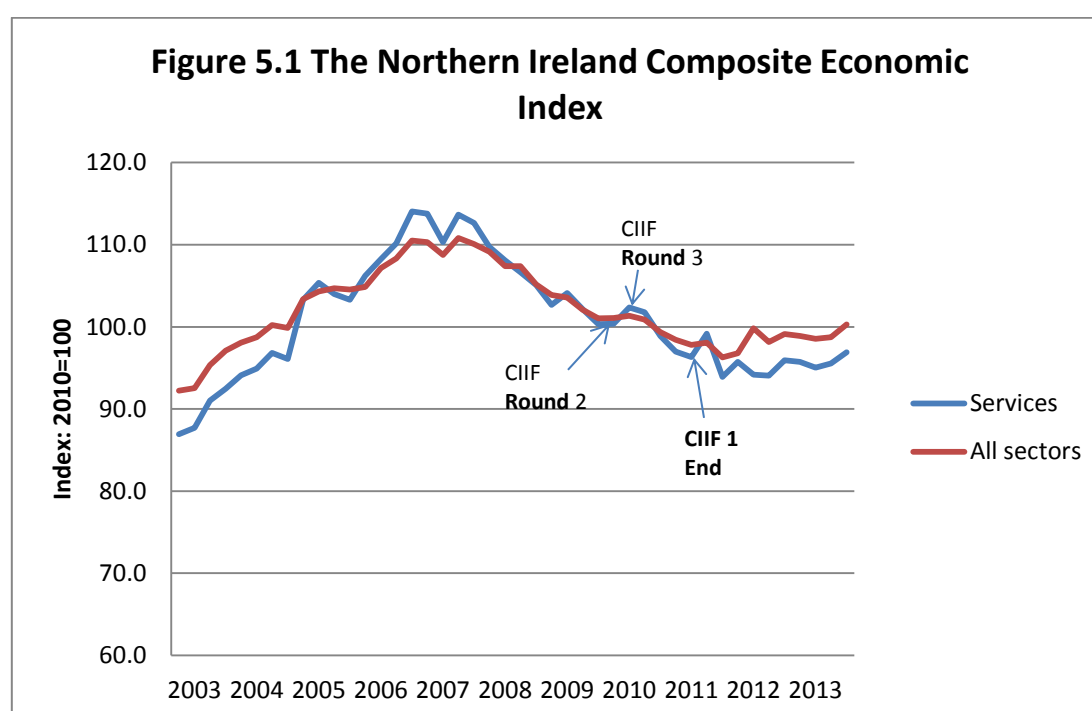
Respondents were also asked if they are currently Invest NI clients. One in three said that is the case, ranging from 20 per cent in the art and crafts sector to 58 per cent in software etc.

5 Conclusions

This section draws conclusions on the impact of the CIIF 1 programme, based on the findings from the update survey. The section also reflects on the implications of the study for evaluation.

The first point to note is that, overall, the assisted businesses recorded positive outcomes across the range of economic indicators, registering growth in turnover, external sales and employment.

The overall performance of the assisted firms might be considered surprising as the CIIF 1 was launched during a period of economic recession. Indeed, the NI economy was contracting over the period that the CIIF 1 was in operation (Figure 5.1). The economy has only recently entered the recovery phase.



The recession also had an impact on employment. Between March 2010 and March 2013, the total number of employees in the NI services sector contracted by 1.5 per cent between March 2010 and March 2013. By contrast, the CIIF businesses are estimated to have increased employee headcount by almost one-third²⁵.

²⁵ A more useful comparison would be one drawn between the CIIF 1 businesses and the creative industries as a whole. However, an updated estimate of employment in the creative industries is not yet available. Furthermore, the measurement of creative industries employment has recently been revised, as outlined in the national economic estimates released in February 2014 by DCMS.

Nonetheless, while the economic context is important, macro-indicators such as the economy-wide growth in output and employment cannot be viewed as benchmarks against which CIIF 1 performance can be assessed.

For example, the economy-wide employment figure quoted above is a net figure, including business closures and contractions as well as openings and expansions.

The CIIF 1 was set up with the twin objectives of supporting business development and innovation in the creative industries. In addition to the sectoral targeting, the profile of participation in the programme will therefore have reflected elements of both self-selection in the pool of applicants and selectivity in the choice of businesses to support. That is, the CIIF 1 projects participated in, and were selected into, the programme precisely because they wanted to grow their businesses.

The evidence from the analysis of economic indicators would suggest that, taken as a whole, the programme was effective in promoting business development. That conclusion is supported also by the feedback from respondents to the update survey when asked about the main impact on their business. Selected responses to that question are reproduced in Table 5.1. These can be seen to reflect primarily the contribution of the programme to business development.

The main uncertainty surrounding the assessment of effectiveness is the reliance on self-reported measures of the contribution that can be attributed to the CIIF 1.

The effectiveness in relation to the innovation objective is harder to gauge. Partly, this reflects the self-defined nature of the innovation activity measure, albeit the Dublin innovation types are more specific. Bearing that caveat in mind, the survey evidence is broadly positive in relation to the CIIF 1 effect in stimulating higher levels of innovation and broadening the types of innovation undertaken by assisted firms.

Regarding the monitoring and evaluation of the programme, it has been noted that this study has relied on self-reported measures of the contribution that can be attributed to the CIIF 1. In the absence of a comparative perspective, self-reported measures run the risk of over-estimating programme impacts. It can, however, be appreciated that more rigorous designs will be more resource intensive.

Nonetheless, the main lesson to be drawn from this study is the need to ensure the construction of a robust baseline of relevant indicators at an early stage in the programme. While a suite of surveys was undertaken over the lifetime of the CIIF 1, considerable effort was required in the course of this study to merge the surveys and to then derive a usable set of baseline measures for the various indicators.

Table 5.1 Main impact question: “Retrospectively, what has been the main impact on your business as a result of receiving the CIIF 1 funds?” – Selected responses

1	Essential for long-term self-sustainability. Wider audience, increased revenue.
2	Helped to produce new product and increase export potential.
3	Initiation of innovation opportunity. More independent.
4	Exposure to the industry and to new technologies. An eye opener how to get the brand out there.
5	Funding allowed things to happen (small amount of money gone in a short space of time).
6	Allowed business the ability to do things that it couldn't do previously. Launched online shop to export.
7	Slightly better presence in market. More professional brand. Funding had positive impact but most of project was self-funded.
8	Able to exist as a business. Could buy equipment to get services started.
9	Able to push for growth despite poor economy. New designs introduced. Intends to join forces with other creative industries who are targeting the same market to make it easier to establish a foothold in the market.
10	Money was fundamental in improving business. Benefits will be observed at end of 2013.
11	Business would not run without the funding. Improved confidence. Allowed the business to get further.
12	Helped accelerate things (less time/less resources needed). Could experiment with ideas. Formed collaborations with NI based companies.

The estimation of programme impacts was also constrained by the sample sizes available for analysis. In a programme such as the CIIF, with a relatively small population, sample size will inevitably be challenging. In the specific context of the CIIF, the variability in the population added further to the difficulties posed by small sample sizes, especially when seeking to gloss up the survey results. That issue can best be addressed by maximising the coverage of the population that is achieved through a post-programme update survey. Where participation is voluntary, response rates will inevitably be a constraining factor. This would suggest a degree of conditionality in the provision of funding support regarding participation in post-programme evaluation surveys.

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Appendix A The CIIF 1 Surveys

Introduction

The evidence base for the assessment of gross changes over the period since participation in the CIIF 1 is comprised of the 2013 update survey and the suite of surveys conducted over the lifetime of the programme.

The purpose of this Appendix is to provide an analysis of the response rates to the various surveys, including also the rates of item non-response i.e. where a question in a survey is left blank by the respondent.

The Baseline Surveys

The questionnaire

The information available for assessing the baseline position of the assisted businesses in respect of indicators such as turnover and employment has been extracted from the surveys conducted in four phases during the CIIF 1. The same questionnaire was used across each of the four phases, covering the following topics:

- Background information, including creative industry sub-sector and whether operating prior to assistance from CIIF.
- Matching funds, both actual achieved and anticipated.
- Annual turnover, gross profit and external sales.
- Employment.
- Creation and protection of ideas.
- Innovation capabilities and skills.
- Types of innovation undertaken, classified according to the Doblin™ model²⁶.

Data collection

The four phases for collection of survey data from CIIF 1 firms were as follows²⁷:

- Phase 1 - March 2010. Only Round 2 assisted businesses were included in this survey, due to the timing of ACNI awards. Out of 67 completed Round 1 projects, 48 provided a return (72 per cent).

²⁶ See <http://www.doblin.com/tentypes/#framework>.

²⁷ More detailed results by survey phase are reported in Tables B.4 and B.5 in Appendix B.

- Phase 2 – June 2010. All round 2 and Round 3 projects were asked to furnish a return; 112 surveys were completed, representing a return rate of 84 per cent of 133 completed projects.
- Phase 3 – January 2011. A total of 113 surveys were provided (85%).
- Phase 4 – May 2011. The survey generated 111 responses (83%).

The response rate to the individual survey phases was typically in the region of 80+ per cent. However, out of 133 completed projects, 130 provided at least one return across the four survey phases listed above; that is, 98 per cent of the assisted businesses (Table A.1). Cumulatively, therefore, the baseline surveys achieved almost complete coverage of the assisted businesses.

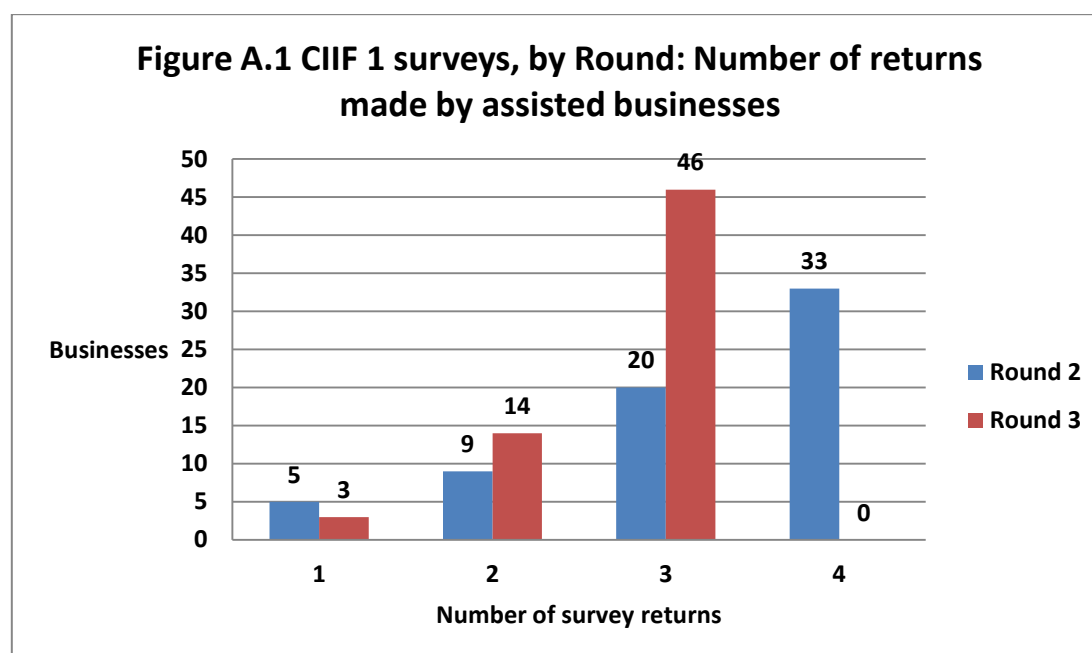
Table A.1 Projects providing 1+ survey returns, by CIIF Round

	Round		All
	2	3	
	<i>No.</i>	<i>No.</i>	<i>No.</i>
March 2010	48	*	48
June 2010	56	56	112
January 2011	57	56	113
May 2011	54	57	111
1+	67	63	130
<i>Per cent of completes</i>	<i>100</i>	<i>95</i>	<i>98</i>

* The Round 3 projects had not commenced when the first survey phase was conducted.

Nonetheless, the volume of information provided varied across the population of assisted businesses. Among the Round 2 projects, 33 of 67 (49 per cent) provided returns in all four phases with a further 20 (30 per cent) responding on three occasions (Figure A.1). A total of 46 Round 3 projects (70 per cent) responded on all three occasions that surveys were requested. By contrast, across the two Rounds, eight businesses responded on just one occasion (six per cent) with 23 (17 per cent) making two returns.

Among those projects with more than one return, it was necessary to select one survey return for a baseline figure. The general approach taken was to merge the surveys and select the earliest response provided by each assisted firm with more than one survey response. The task was made more complicated by the occurrence of an element of item non-response within each survey i.e. where respondents do not answer one or more questions when filling in a survey return.



Consequently, algorithms had to be designed to select baseline values on an item by item basis. This proved to be quite time-consuming, especially as it proved necessary to manually check results for anomalies e.g. different answers provided to the same question by individual businesses across survey returns. Such anomalies inevitably introduce a degree of uncertainty into the baseline estimates, which should be borne in mind in the interpretation of results.

Economic indicators

In each survey phase, businesses were asked to give the date of their last financial year. They were then asked about turnover, gross profit and external sales for both the last financial year and, for the current financial year, a forecast of the full year out-turn. For each indicator, the businesses were also asked to give an estimate of the contribution made by their CIIF 1 project e.g. the value of turnover that could be attributed to the Fund.

Eventually, it proved possible to establish a baseline position in respect of turnover for almost all businesses reporting 1+ survey returns i.e. 128 out of 130 projects with 1+ returns (Table A.2). This was difficult. The first step was to identify the earliest return made by each business across the survey phases. Where the date given for the last financial year was prior to the commencement of the CIIF project, the reported turnover value was taken as the baseline position. Where the last financial year ended after the CIIF project start date, an adjustment was made based on the CIIF contribution attributed by the business. A similar approach was adopted where the last financial year date was missing. Projects saying that they were not operating prior to the CIIF were assigned a baseline value of zero.

Table A.2 Economic indicators: Projects providing a survey response for which baseline estimates could be determined, by award value

	Up to £10,000	Over £10,000	All
Base (1+ response)	89	41	130
Turnover			
Number	88	40	128
<i>Per cent</i>	99	95	98
Gross profit			
Number	73	30	103
<i>Per cent</i>	82	73	79
External sales			
Sells or intends to sell			
Number	89	41	130
<i>Per cent</i>	100	100	100
Sales values			
Number	89	39	128
<i>Per cent</i>	100	95	98
Employment before CIIF			
Number	88	41	129
<i>Per cent</i>	99	100	99

It was not possible to determine a complete baseline position for gross profit, due to the occurrence of missing values on that indicator within survey responses. Hence, the largest element of uncertainty resides in the gross profit estimates.

Respondents were asked whether they sell, or intend to sell products or services external to NI. There was no problem of missing values with that simple question, which was simply a matter of ticking a box to indicate 'yes' or 'no'.

Respondents were also asked to provide estimates of the value of sales made external to Northern Ireland, separately for sales to the rest of the UK, the Republic of Ireland and the rest of the world. It was possible to compile a complete baseline picture for external sales, through a combined approach with the following ingredients:

- Assigning a zero baseline to start-ups and where the respondent indicated they did not sell, or intend to sell outside of Northern Ireland.

- For the remaining businesses, employing the same search algorithm as for turnover.

It was also possible to compile an almost complete baseline position for employment. Respondents were asked to state the actual number of employees in their organisation both before and after receiving funding. All but one of the survey respondents provided that information on at least one occasion. Again, for each business, the baseline position was derived from the earliest response made.

Regarding the employment baseline, it can also be noted that this is the only one of the four economic indicators for which respondents were explicitly asked to give the position before their CIIF project commenced.

Innovation indicators

The outcomes regarding the collection of baseline data for the innovation indicators are summarised in Table A.3. The survey questions from which these indicators were compiled were unaffected by item non-response. Hence, a baseline value could be established by searching the merged survey datasets for the earliest response made by assisted businesses.

Table A.3 Innovation indicators: Projects providing a survey response for activity/intentions before/during CIIF 1, by award value

	Up to £10,000	Over £10,000	All
Base (1+ response)	89	41	130
IP creation resulting from CIIF			
Number	89	41	130
<i>Per cent</i>	<i>100</i>	<i>100</i>	<i>100</i>
Innovation activity before CIIF			
Number	89	41	130
<i>Per cent</i>	<i>100</i>	<i>100</i>	<i>100</i>
What would have done in absence of CIIF			
Number	89	41	130
<i>Per cent</i>	<i>100</i>	<i>100</i>	<i>100</i>
Type of innovation as part of CIIF project			
Number	89	41	130
<i>Per cent</i>	<i>100</i>	<i>100</i>	<i>100</i>

It should, however, be noted that the innovation questions were specified with a view to assessing the changes that assisted businesses made as a result of implementing their CIIF projects. For example, the IP question was posed as follows:

Have you created, or will you create any intellectual property (IP) as a result of the CIIF project?

The responses given do not, therefore, strictly speaking establish a pre-intervention baseline. However, for this analysis, the interest lies in the extent to which firms have sustained changes that they made in the course of their CIIF projects i.e. a comparison of 'during CIIF' with 'after CIIF'.

The Update Survey

The questionnaire

The CIIF update survey was designed to provide results which could be compared to the baseline surveys for a number of selected indicators, as follows:

- Annual turnover.
- Gross profit.
- External sales.
- Employment.
- Creation and protection of IP.
- Innovation activity.
- Type of innovation.

The questions for the economic indicators were posed, for the most part, on a similar basis as in the baseline surveys. For example, respondents were asked to give turnover for the last financial year and also to say what percentage of their turnover "is attributable to the project undertaken through CIIF1".

Regarding the innovation indicators, respondents were asked to report on their behaviour in the period since completing their CIIF 1 projects.

Data collection

The fieldwork for the update survey was undertaken between 8 July and 11 September 2013. A total of 57 Round 2 recipients were contacted and 52 Round 3 projects. Of the 109 businesses contacted, 71 (65 per cent) provided a response.

The composition of the returns by CI sector and size of award is shown in Table A.4. With a total of 71 returns, sample bases are clearly reduced when the survey is analysed by sub-sector. Bearing that caveat in mind, when compared with the profile of all completed projects, the art and crafts sub-sector is over-represented, with 25 returns accounting for 35 per cent of the 71 survey returns compared to 26 per cent of all 133 completed projects. Conversely, the software etc. sub-sector is under-represented, accounting for 17 per cent of survey returns versus 25 per cent of all completes.

Table A.4 Update survey returns and composition

	Update survey		All completes (n=133)
	Number	%	%
Creative industry sector			
Art and crafts	25	35	26
Design, video, film and photography	13	18	19
Music and the visual arts	21	30	31
Software, computer games & electronic publishing; Publishing, radio & TV	12	17	25
Size of award			
Up to £10,000	50	70	68
Over £10,000	21	30	32
All projects			
All	71	100	100

As 133 firms received support during the CIIF, it is not clear why the number of businesses contacted was 105. Partly, some businesses are no longer operating i.e. they have closed or are no longer trading. It was not possible to establish the closure rate among CIIF 1 assisted businesses. From the information available, it would appear that at least eight businesses had closed or were no longer trading by the time of the update survey. Also, seven individual businesses each received two CIIF 1 grant awards²⁸.

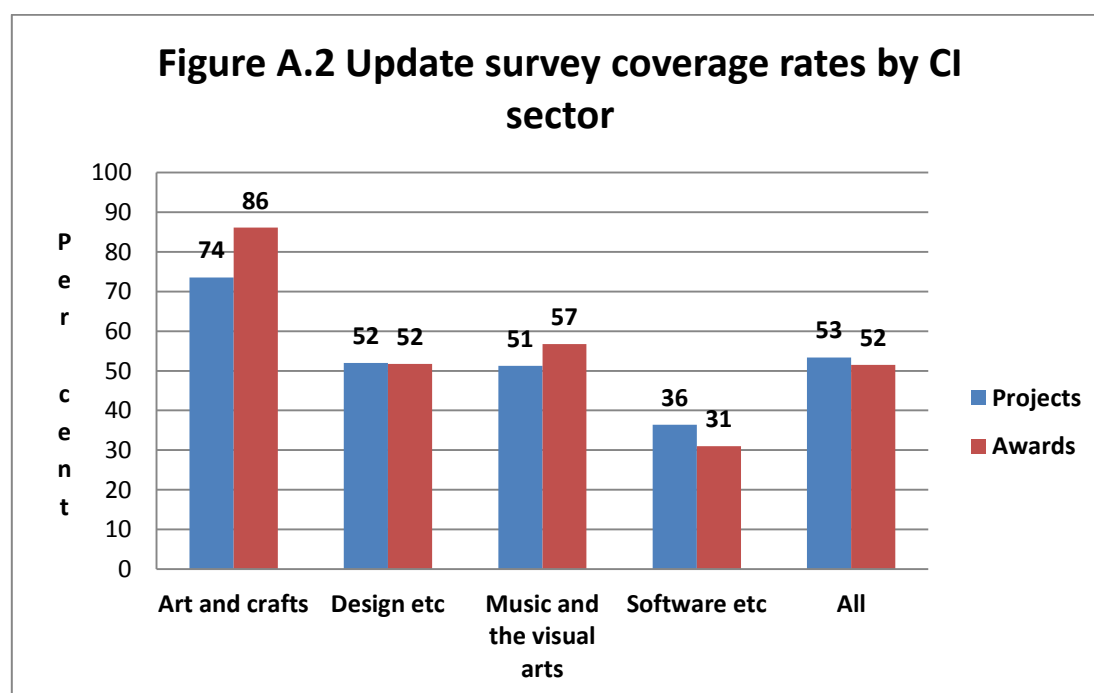
Nonetheless, as the objective in this study is to assess the overall impact of the CIIF 1 since the programme completed, the focus is on the coverage achieved by the update survey i.e. the number of update survey responses relative to the number of completed projects.

²⁸ It has therefore been necessary to adjust, through a weighting procedure, business-specific indicators, such as turnover, in cases where a business received two awards.

Coverage

The 71 update survey responses account for 53 per cent of the 133 CIIF 1 projects and 52 per cent of the total value of awards made to those projects.

Notwithstanding the sample size, the main contrast in coverage rates is by creative industry sub-sector²⁹. The coverage rates by projects range from 74 per cent in art and crafts to 36 per cent in the software etc. sub-sector (Figure A.2). The variations in coverage rates underlie the differences in sample composition shown in Table A.4 above. Reflecting both the variations in coverage rates and the focus of the Fund, results have been analysed by CI sub-sector, having regard to the limitations imposed by the sample sizes.



Of the 25 start-up projects assisted by the CIIF 1, only nine provided a survey return, giving a coverage rate of 36 per cent compared to 57 per cent for projects undertaken by pre-existing firms. That contrast would appear to be an artefact of the differences in CI sub-sector coverage rates. In the population of CIIF 1 projects, start-ups accounted for just one of the 34 art and crafts projects i.e. three per cent versus 22 to 25 per cent in the other three CI sub-sectors (see Table B.7).

There was also some variation by award size, with 56 per cent of projects receiving up to £10,000 providing an update return compared with 49 per cent of projects with over £10,000 in CIIF funding. While the difference is not statistically significant³⁰, award size was more associated with item non-response.

²⁹ The contrasts by CI sub-sector are statistically significant ($\chi^2 = 9.4828$, $df=3$, $sign=0.024$).

³⁰ $\chi^2 = 0.5277$, $df=1$, $sign=0.467$.

Economic indicators

The update survey included the same set of economic indicators as in the surveys undertaken during the lifetime of the CIIF 1 from which the baseline position has been determined. The item-specific response rates for the relevant indicators are shown in Table A.5.

Table A.5 Economic indicators: Projects providing update survey responses, by award value

	Up to £10,000	Over £10,000	All
Survey update response	50	21	71
Turnover			
Last financial year			
Number	38	20	58
<i>Per cent</i>	76	95	82
% attributable to CIIF			
Number	27	17	44
<i>Per cent</i>	54	81	62
Profits			
Number	33	18	51
<i>Per cent</i>	66	86	72
% attributable to CIIF			
Number	25	13	38
<i>Per cent</i>	50	62	54
External sales			
Sells or intends to sell			
Number	50	21	71
<i>Per cent</i>	100	100	100
Sales values			
Number ¹	33	16	49
<i>Per cent</i>	66	76	69
Current employment			
Number	50	21	71
<i>Per cent</i>	100	100	100

1 Including 11 respondents assigned zero values due to stating that they do not sell or intend to sell outside Northern Ireland. Six of those received awards of up to £10,000 with the remaining five awarded over £10,000.

Across the sample of 71 projects as a whole, turnover was present in 58 returns (82 per cent). That is, non-response to the turnover question was 18 per cent.

The incidence of non-response to the turnover question was 24 per cent among projects with an award value of £10,000 or less, compared to 5 per cent for projects receiving over £10,000. Similar to the total turnover question,

At 62 per cent, the response rate to the attribution question was even lower. This is likely to reflect difficulties that businesses face in specifically identifying the impact of the CIIF support on their total sales. However, given the variability in the population of CIIF 1 recipients, a sample base of 44 is clearly a limitation.

One option considered was to set the missing attribution values to zero in the 16 records where a turnover value was supplied but without attribution³¹. That option risks understating the impact of the CIIF. However, a scenario based on that assumption is presented in the main report. A second option for those 16 records was to impute the missing CIIF 1 attribution values. Two sources of information were available for that purpose:

- The update survey contained an open-ended question asking about “the lasting benefit, in terms of your turnover, of the CIIF 1 funded project”.
- Responses given to the turnover attribution question in the surveys conducted during the lifetime of the CIIF 1.

From the ‘lasting benefit’ question responses, it was possible to impute an attribution value in nine records. Starting from the May 2011 Phase 4 survey, it was possible to impute a further six values from the longitudinal survey responses. A further two attribution values were imputed where the respondents said they had zero turnover³².

The results of the imputation exercise are shown in Table A.6. The imputation exercise has the benefit of increasing the number of cases with a CIIF attribution estimate from 44 to 61. That increase in the coverage of the attribution indicator does not lead to any significant change in mean and median values for the (un-weighted) attribution estimates. For example, the mean percentage attributable to the CIIF is 27 in both the original set of 44 records where attribution is reported and the 61 records with a mix of reported and imputed values.

³¹ Of the 44 records with CIIF turnover attribution values present, two were missing turnover. That is, 42 records contained both turnover and CIIF 1 attribution.

³² In one case, the respondent said that the organisation relied on grant income. The other zero turnover respondent indicated that the CIIF 1 business was not operating.

Table A.6 Turnover attributable to CIIF, original and imputed values, by award value

	Up to £10,000	Over £10,000	All
Original values			
Un-weighted			
• Mean	24	31	27
• Median	20	14	18
• <i>Number of cases</i>	27	17	44
Weighted by turnover			
• Mean	9	15	13
• <i>Number of cases</i>	25	15	42
With imputed			
Un-weighted			
• Mean	26	30	27
• Median	20	12	15
• <i>Number of cases</i>	41	20	61
Weighted by turnover			
• Mean	11	16	14
• <i>Number of cases</i>	37	20	57

The imputation approach also increases the number of records with both turnover and CIIF attribution estimates from 42 to 57 (the number of cases shown where attribution is weighted by turnover, reflecting the presence of both attribution and a turnover estimates on the same records). Again, this is without significantly distorting mean CIIF attribution estimates; the mean attribution percentage is 14 across the 57 records with a mix of imputed and self-reported estimates compared with 13 without the imputation.

The use of an imputation approach to dealing with missing CIIF attribution values does not resolve the problem of under-coverage on the turnover values, especially for awards of up to £10,000. For that reason, and in order to provide an alternative estimate against which the update survey figures could be compared, an augmented approach was implemented by imputing missing values for turnover and attribution in the update survey from the May 2011 Phase 4 survey results. The rationale for that approach is that the Round 4 survey was conducted after the CIIF 1 programme had ended. Also, the Round 4 survey achieved a high response rate (83 per cent).

The results of augmenting the update survey in that fashion are shown in Table A.7. In particular, imputing from the May 2011 Round 4 survey yields an additional 48 cases for analysis. Mainly, those records are associated with awards of up to £10,000, which addresses the skew by award size in turnover response rates in the update survey. The augmented dataset also helps to adjust for variations in coverage rates by CI sub-sector. Though, it should be emphasised that the augmented dataset has been constructed to serve as a point of comparison with the estimates produced from the update survey.

Table A.7 Augmented update turnover and CIIF attribution, frequencies by award value, number of projects with accompanying baseline turnover estimates

	Up to £10,000	Over £10,000	All
Present/imputed			
• Update survey response	44	20	64
• Other	34	14	48
• All	78	34	112
Missing			
• Update survey response	6	1	7
• Other	6	8	14
• All	12	9	22

Innovation indicators

The update survey included a suite of questions asking the assisted businesses about their innovation behaviour in the period since the CIIF 1 funding ended. Similar to the longitudinal surveys, the innovation questions did not suffer from item non-response (Table A.8). The constraints are those of interpretation and the limitations imposed by sample size considerations.

Table A.8 Innovation indicators: Projects providing an update survey response, by award value

	Up to £10,000	Over £10,000	All
Base (1+ response)	50	21	71
IP creation since CIIF			
Number	50	21	71
<i>Per cent</i>	<i>100</i>	<i>100</i>	<i>100</i>
Innovation activity since CIIF			
Number	50	21	71
<i>Per cent</i>	<i>100</i>	<i>100</i>	<i>100</i>
Type of innovation since CIIF			
Number	50	21	71
<i>Per cent</i>	<i>100</i>	<i>100</i>	<i>100</i>

Appendix B Accompanying Tables

Table B.1 Creative Industries Innovation Fund: Applications and approvals by art form

	Funding round			Funding round		
	2	3	All	2	3	All
Applications						
	<i>No.</i>	<i>No.</i>	<i>No.</i>	<i>% of total</i>	<i>% of total</i>	<i>% of total</i>
Combined Arts	31	10	41	14	8	12
Craft	51	29	80	24	23	24
Dance, Drama, Literature, Music	47	40	87	22	32	26
Visual Arts	52	36	88	24	29	26
Film	33	10	43	15	8	13
Total	214	125	339	100	100	100
Approvals						
	<i>No.</i>	<i>No.</i>	<i>No.</i>	<i>% of applications</i>	<i>% of applications</i>	<i>% of applications</i>
Combined Arts	11	4	15	35	40	37
Craft	21	17	38	41	59	48
Dance, Drama, Literature, Music	11	23	34	23	58	39
Visual Arts	21	20	41	40	56	47
Film	8	4	12	24	40	28
Total	72	68	140	34	54	41

Table B.2 CIIF 1 projects: Composition by creative industry sector compared with businesses and employment in the creative industries

	CIIF 1 projects	Businesses ¹	Employment ²
	%	%	%
Advertising	1	10	9
Architecture	1	9	13
Art & Antiques	2	4	1
Crafts	23	n.a.	8
Design & Designer Fashion	12	1	9
Video, Film & Photography	7	8	5
Music and the Visual & Performing Arts	31	12	9
Publishing	2	9	14
Software, Computer Games & Electronic Publishing	17	41	26
Radio and Television Activities	6	5	7
All	100	100	100

Sources:

(1) ONS, UK Business: Activity, Size and Location, Table B4.3, 2008, Local Units, VAT and/or PAYE-based. Extracted from ACNI, Digest of Arts Statistics in Northern Ireland 2010.

(2) ACNI, Digest of Art Statistics 2010, Table 10.2. The data refer to 2007

Table B.3 Creative Industries Innovation Fund: Project completions by sector

	Funding round			Funding round		
	2	3	All	2	3	All
Projects						
	<i>No.</i>	<i>No.</i>	<i>No.</i>	<i>% of total</i>	<i>% of total</i>	<i>% of total</i>
Art and crafts	19	15	34	28	23	26
Design, video, film and photography	14	11	25	21	17	19
Music and the visual arts	15	26	41	22	39	31
Software, computer games & electronic publishing; Publishing, radio & TV	19	14	33	28	21	25
Total	67	66	133	100	100	100
Grant expenditure						
	<i>% of total</i>	<i>% of total</i>	<i>% of total</i>	<i>Per project</i> <i>£</i>	<i>Per project</i> <i>£</i>	<i>Per project</i> <i>£</i>
Art and crafts	22	9	17	18,931	6,582	13,483
Design, video, film and photography	17	17	17	19,889	16,123	18,232
Music and the visual arts	25	36	29	26,502	14,728	19,036
Software, computer games & electronic publishing; Publishing, radio & TV	36	37	37	30,730	27,990	29,568
All	100	100	100	24,172	15,922	20,078
Base	£1,619,537	£1,050,879	£2,670,415			

Table B.4 Creative Industries Innovation Fund: Projects providing 1+ survey returns between March 2010 and May 2011

	Funding round			Funding round		
	2	3	All	2	3	All
Survey returns by phase						
	<i>No.</i>	<i>No.</i>	<i>No.</i>	<i>% of completes</i>	<i>% of completes</i>	<i>% of completes</i>
March 2010	48	-	48	72	-	36
June 2010	56	56	112	84	85	84
January 2011	57	56	113	85	85	85
May 2011	54	57	111	81	86	83
1+	67	63	130	100	95	98
Number of phases returned						
	<i>No.</i>	<i>No.</i>	<i>No.</i>	<i>% of completes</i>	<i>% of completes</i>	<i>% of completes</i>
1 phase	5	3	8	7	5	6
2 phases	9	14	23	13	21	17
3 phases	20	46	66	30	70	50
4 phases	33	-	33	49	-	25
1+	67	63	130	100	95	98

Table B.5 Creative Industries Innovation Fund: Projects providing 1+ survey returns between March 2010 and May 2011, by sector

	Funding round			Funding round		
	2	3	All	2	3	All
Projects	<i>No.</i>	<i>No.</i>	<i>No.</i>	<i>% of completes</i>	<i>% of completes</i>	<i>% of completes</i>
Art and crafts	19	15	34	100	100	100
Design, video, film and photography	14	10	24	100	91	96
Music and the visual arts	15	26	41	100	100	100
Software, computer games & electronic publishing; Publishing, radio & TV	19	12	31	100	86	94
Total	67	63	130	100	95	98
Grant expenditure	<i>Mean (£s)</i>	<i>Mean (£s)</i>	<i>Mean (£s)</i>	<i>Median (£s)</i>	<i>Median (£s)</i>	<i>Median (£s)</i>
Art and crafts	18,931	6,582	13,483	10,000	6,500	9,596
Design, video, film and photography	19,889	17,087	18,722	10,000	8,586	9,920
Music and the visual arts	26,502	14,728	19,036	10,000	9,126	9,685
Software, computer games & electronic publishing; Publishing, radio & TV	30,730	27,819	29,603	34,000	26,675	33,944
Total	24,172	15,657	20,045	10,000	9,592	10,000

Table B.6 Creative Industries Innovation Fund: Projects providing an update survey response

Projects	Funding round			Funding round		
	2	3	All	2	3	All
	Frequencies			Coverage		
	No.	No.	No.	% of completes	% of completes	% of completes
Art and crafts	16	9	25	84	60	74
Design, video, film and photography	7	6	13	50	55	52
Music and the visual arts	7	14	21	47	54	51
Software, computer games & electronic publishing; Publishing, radio & TV	9	3	12	47	21	36
Total	39	32	71	58	48	53
Grant expenditure	Coverage			Mean values		
	% of total	% of total	% of total	£s	£s	£s
Art and crafts	93	62	86	20,866	6,778	15,794
Design, video, film and photography	61	37	52	24,342	10,875	18,127
Music and the visual arts	41	73	57	23,377	19,936	21,083
Software, computer games & electronic publishing; Publishing, radio & TV	43	14	31	27,632	17,981	25,219
Total	57	44	52	23,502	14,353	19,378

Table B.7 Creative Industries Innovation Fund: Start-up projects

	Pre-existing	Start-up	All	Pre-existing	Start-up	All
Projects						
	<i>No.</i>	<i>No.</i>	<i>No.</i>	<i>% of sub-sector</i>	<i>% of sub-sector</i>	<i>% of sub-sector</i>
Art and crafts	33	1	34	97	3	100
Design, video, film and photography	18	6	24	75	25	100
Music and the visual arts	32	9	41	78	22	100
Software, computer games & electronic publishing; Publishing, radio & TV	24	7	31	77	23	100
Total	107	23	130	82	18	100
Grant expenditure						
	<i>% of sub-sector</i>	<i>% of sub-sector</i>	<i>% of sub-sector</i>	<i>Average (£s)</i>	<i>Average (£s)</i>	<i>Average (£s)</i>
Art and crafts	98	2	100	13,589	9,990	13,483
Design, video, film and photography	90	10	100	22,414	7,645	18,722
Music and the visual arts	87	13	100	21,174	11,433	19,036
Software, computer games & electronic publishing; Publishing, radio & TV	80	20	100	30,621	26,112	29,603
Total	87	13	100	21,162	14,849	20,045

Table B.8 Self-reported deadweight: “What would you have done in the absence of support from the CIIF?” - Completed projects, individual businesses

	Art and crafts	Design etc.	Music and the visual arts	Software etc.	Up to £10,000	Over £10,000	All
	%	%	%	%	%	%	%
Projects							
Proceeded in its current form	6	4	2	0	3	2	3
Gone ahead but on a different scale	79	42	66	45	69	41	60
Been developed outside of NI	0	4	0	10	1	7	3
Not have proceeded at all	15	50	32	45	27	49	34
Total	100	100	100	100	100	100	100
<i>Base number of projects</i>	<i>34</i>	<i>24</i>	<i>41</i>	<i>31</i>	<i>89</i>	<i>41</i>	<i>130</i>
Weighted by funding							
Proceeded in its current form	17	0	1	0	2	4	3
Gone ahead but on a different scale	74	38	51	35	68	39	47
Been developed outside of NI	0	11	0	14	1	9	7
Not have proceeded at all	9	51	48	51	29	48	43
Total	100	100	100	100	100	100	100

Table B.9 Turnover – last financial year, all update projects with a baseline turnover estimate

	Art and crafts	Design etc.	Music and the visual arts	Software etc.	Up to £10,000	Over £10,000	All
Last financial year, all reporting							
Mean	£68,892	£167,919	£317,676	£294,382	£90,648	£389,929	£195,659
Median	£26,800	£70,000	£235,946	£103,551	£28,000	£283,000	£39,625
<i>Base number of projects</i>	21	10	16	10	37	20	57
Change							
Per cent	53%	51%	78%	19%	91%	38%	51%
Median (un-weighted)	20%	61%	47%	33%	35%	33%	34%

Table B.10 Creation and protection of intellectual property (n=71)

	Art and crafts	Design etc.	Music and the visual arts	Software etc.	Up to £10,000	Over £10,000	All
	%	%	%	%	%	%	%
<i>“Have you created any intellectual property since you completed your CIIF 1 funded project?”</i>							
Yes, already created IP	36	38	33	42	48	10	37
Yes, intend to create IP	0	8	5	17	2	14	6
No	64	54	62	42	50	76	58
All	100	100	100	100	100	100	100
<i>Base</i>	25	13	21	12	50	21	71
<i>“Have you taken any action to protect IP since completing your CIIF 1 funded project?”</i>							
Yes, already taken action	4	23	10	42	18	10	15
Yes, intend to take action	0	8	5	8	0	14	4
No	32	15	24	8	32	0	23
Not applicable	64	54	62	42	50	76	58
All	100	100	100	100	100	100	100
<i>Base</i>	25	13	21	12	50	21	71

Table B.11 Innovation activity

	Art and crafts	Design etc.	Music and the visual arts	Software etc.	Up to £10,000	Over £10,000	All
	%	%	%	%	%	%	%
Undertaken any innovation activity							
• After CIIF 1	80	85	86	83	80	90	83
• Before CIIF 1	48	31	38	58	40	52	44
• <i>Difference</i>	+32	+54	+48	+25	+40	+38	+39
• <i>Base</i>	32	54	48	25	40	38	71
All projects							
• Before CIIF 1	50	42	44	48	44	51	46
• <i>Base</i>	34	24	41	31	89	41	130

Table B.12 Types of innovation activity (n=71)

	Art and crafts	Design etc.	Music and the visual arts	Software etc.	Up to £10,000	Over £10,000	All
	%	%	%	%	%	%	%
Altered business model	44	46	29	50	44	33	41
Joined forces	68	54	90	67	72	71	72
New method of working	44	38	24	50	38	38	38
New processes	72	69	19	33	52	43	49
New product or service	40	46	43	42	44	38	42
Platform for multiple products	36	46	52	42	44	43	44
Added value beyond the product itself	80	62	67	58	70	67	69
Altered/improved way get product/service to market	84	62	81	67	76	76	76
Changed way communicate the brand	56	62	19	67	50	43	48
Improved way customers perceive/feel the product	40	38	62	50	46	52	48
Mean number of innovation types	6	5	5	5	5	5	5
<i>Base</i>	25	13	21	12	50	21	71

Table B.13 Further funding (n=71)

	Art and crafts	Design etc.	Music and the visual arts	Software etc.	Up to £10,000	Over £10,000	All
	%	%	%	%	%	%	%
Received any other funding since the CIIF1 funded project?							
Yes	36	38	57	75	38	76	43
No	64	62	43	25	62	24	57
All	100	100	100	100	100	100	100
Currently an Invest NI client?							
Yes	20	54	10	58	24	43	33
No	80	46	90	42	76	57	67
All	100	100	100	100	100	100	100
<i>Base</i>	<i>25</i>	<i>13</i>	<i>21</i>	<i>12</i>	<i>50</i>	<i>21</i>	<i>21</i>

